

Colonial Homes:
A Case Study of Community Participation Models
in the Design Phase of Urban Redevelopment

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Colonial Homes:
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Critical theory offers insight into the socially constructed reality of a place, which has been reified through history and is maintained by the social and physical structures of its institutions. The purpose of engaging in critical theory is to deconstruct and thereby reveal, socially constructed worldviews . . . By asking questions about the history and societal purposes of any place (such as an institution, city or neighborhood), the views of the multiple members and the power relationships, one gains insights into how the environment is used to support, maintain, and/or subvert the agreed-on purposes of the social form. Such an inquiry is required for competent and informed practice.

Lynda Sheenkloth
Placemaking: The Art and Practice of Building Communities

This work is dedicated to the memory of my daughter, Anna Caitlin Overton,
and my grandfather, Alan Maxwell Overton, Sr.

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SUMMARY

This case study was designed to test the hypothesis that members of a residential community, when faced with a large scale development project, hold a broad range of opinions and ideas, rather than a single perspective. These opinions, drawn from a wide range of local experiences, represent a wealth of potential design ideas which may be lost if the development process assumes that public opinion is uniform and homogenous.

Accordingly, research proceeded in meetings with the Collier Hills North neighborhood association with the purpose of ascertaining whether or not the the priorities of the community reflected in public meetings during development debate provided an accurate view of the preferences of neighborhood residents, due to the self-selecting nature of the population in attendance. After initial investigations into the perceived agenda of the residents of Collier Hills North regarding potential redevelopment issues surrounding the adjacent Colonial Homes apartment complex, the investigator prepared a survey instrument and delivered it in two stages; first, at a neighborhood association meeting, and secondly via a door-to-door survey. Results of the survey suggest that different priorities are placed on certain key issues by the self-selecting population that attended the meeting than the random sample of residents contacted by the interviewer during the second stage of the investigation. These differences exist in areas which could shape the framework of possible future discussions among residents, the developer and city hall regarding this potential redevelopment program.

Results from the survey were then used to create a set of design priorities and strategies with the intention of balancing the needs of the interested parties.

CHAPTER 1

INTRODUCTION

The opinions of the members of the community where development is proposed are an important aspect of the development equation. In recent years the process of determining appropriate land use has become frequently characterized as a three party negotiation between the developer, the city and the effected communities. This viewpoint suggests that the nature of the participants in the negotiaion process are fundamentally different. However since a community is simply an aggregation of individuals, each with their own values, needs and experiences, it can be seen that all three sides of this triangle represent communities, though of different sizes and time periods.

The developer's point of view is based on an assessment of the needs of a community to which he will market a solution. Though frequently seen as only serving self-interest, the developer's economic motive of maximizing return on investment requires that he must actually represent communities which have not yet been constituted; communities which would be brought into existence as a result of the development process. The developer's financial success depends on properly assessing the needs of this potential community. Since development will attract an audience that agrees with the executed design principles, his view of the public opinion of this potential community becomes a self-fulfilling prophecy to the degree to which the developer accurately assesses his market. The needs of this community can therefore be assumed to be represented reasonably accurately.

Public officials must act as the arbiters among multiple small communities with disparate agendas in order to serve the greater community, expressed by the city as a

whole. These public officials must balance the practical, philosophical and moral issues of multiple populations in a way that maximizes public good as they see it. A city's land use priorities are frequently codified and a matter of public record, however enough flexibility is usually built into the regulations that there is room to try to discern and act for the greatest good in situations where competing interests exist.

Communities organized around interests or ideas may present a uniform point of view on specific issues, and so long as their concern in any arena is limited to those areas, they may present a unified position.

However, the concerns of a community whose primary point of commonality is physical proximity to the effected area must also be taken into account. Neighborhood communities represent an aggregation of individual perspectives which may vary widely from house to house. To the degree that they are organized, it is frequently around goals rather than ideologies. Two people may want the same result based on entirely different reasons, and come to believe that this coincidence of goals represents a common point of view.

In his book, Public Opinion, Walter Lippman argues persuasively about the fallacies inherent in the common conception of public opinion. He argues that in most cases, what is called public opinion is actually a wish for inclusion in a group whose position is represented fashionably, whether or not that representation has any basis in fact. Moreover, he explains, given the complexities of most modern civic situations, the pertinent facts cannot be known in toto by an individual who is not both an expert in all of the constituent ideologies and concepts relevant to a situation (including such aspects as political science, economics, psychology, civil engineering, etc.), *and* intimately acquainted with

the historical and social details of the specific situation. The level of expertise required to form an educated opinion in most areas of public life in modern society is too great to allow the thorough comprehension required to create an informed opinion by a casual participant. Of necessity, in the modern world, people must usually accept statements of fact rather than evaluating statements to determine whether they are factual, because there are so few people with the requisite breadth of scope to effectively evaluate factuality in any particular instance. In this environment the referent authority of a persuasive individual who claims understanding of an issue may allow that individual to effectively form public opinion. "Of public affairs each of us sees very little, and therefore they remain dull and unappetizing, until somebody, with the makings of an artist, has translated them into a moving picture." ¹

Within the context of a neighborhood community, this may create a situation where individuals with persuasive personalities set the tone for the relationship between the developer, the city and the neighborhood, regardless of the general merits of their arguments relative to the needs or mores of other individuals within the neighborhood. A developer whose interests conflict with a demagogue may therefore find himself in a battle against stereotypes rather than a negotiation, unable to turn conversation from the concerns of one or two individuals to the needs of current and future communities. "We believe in the absolutism of our own vision, and consequently in the treacherous character of all opposition," says Lippman. ²

1. Walter Lippmann. *Public Opinion*. (New York. Free Paperback Press/Simon & Schuster, 1997) 104.

2. Ibid., 82

As an alternative, this case study sets forth to explore the validity of a door-to-door survey technique as a data gathering tool. Efficacy will be evaluated in regards to whether it can provide a less biased view of the opinions within a neighborhood community than may be obtained through a congregant public forum.

PART I - PUBLIC OPINION

CHAPTER 2

CRITICAL THEORY

Critical theory offers the philosophical framework for understanding a potential building site as a place for living. This is accomplished through understanding both the accepted social descriptions of the place and the values and interpretations those descriptions represent.

In practicing critical theory, an investigation must proceed from three perspectives. The first is empirical: what is and what could be. The second is hermeneutic: by what mechanism did the current situation come into being. The third is critical: what is the nature of that mechanism, by what power did it gain primacy, and are there alternative agendas of equal or greater importance. "Critical theory offers insight into the socially constructed reality of a place, which has been reified through history and is maintained by the social and physical structures of its institutions."¹

In order to get a thorough understanding of a place, it is necessary to gather data from those who interact with it. How such information is collected can affect the viewpoints represented in the data. Any data collection model will accept and exclude alternatives throughout the evaluative process. A successful data collection model will make sure that no relevant data is excluded through prejudice before being subject to evaluation.²

1. Lynda H. Sheenkloth and Robert G. Shibley. *Placemaking: The Art and Practice of Building Communities*. (New York. John Wiley & Sons, Inc., 1995.) 13.

2. Ibid.13

Places can be crafted which meet multiple sets of needs, but only where those needs can be explored. It is therefore expedient to foster an environment where concerns can be voiced openly. This is in the best interests of the community, the developer, and the city, since it is this way that leads to solutions that meet the needs of the largest portion of the effected population.

Public opinion surveys offer the opportunity to gather information about the needs of an effected population without giving forum to a potential demagogue.

The Urban Land Institute lists five primary reasons why a developer would invest in public opinion research:

1. To identify community problems
2. To identify the concerns of the affected audience
3. To test the development package
4. To identify winning messages, and
5. To gain the support of the civic establishment¹

These priorities, though written from the developer's point of view, are important considerations to all parties concerned. All parties need to understand the problems of an area, and also the reasons why people are effected by them. The solutions to a driver's frustration about the delays caused by a busy neighborhood street may not be the same as the solutions for a mother who fears for her children's safety, though they may each voice support for a radical traffic abatement strategy. In order to gain city approval, the developer must then determine whether there are solutions which can be proposed which meet

1. Debra Stein. *Winning Community Support for Land Use Projects*. (Washington, D.C. ULI-the Urban Land Institute, 1992.) 102-3.

the actual needs of these and other parties; needs which might ultimately be poorly served through a reactionary approach. Making sure that a successful solution is recognized as such requires an understanding of the social context in which the proposal will be implemented. Authorities who are charged with balancing the competing interests of different sides in development negotiations must understand what needs are addressed and what needs go unfulfilled relative to any particular design proposal.

There are numerous ways in which public opinion can be elicited. Aside from traditional community meetings, The Urban Land Institute suggests focus groups, elite interviews (interviews with a hand-selected group of community leaders) and public opinion surveys.¹ While potentially the most expensive option due to the labor intensity of the methodology, real-time (as opposed to mail-in) public opinion surveys provide the greatest opportunity to collect unfiltered opinions from a population. Sampling strategies provide the opportunity to fine-tune reliability and overall expense. A random sample is easier to achieve than through a self-selecting population such as a people who attend public meetings or are willing and able to make time to participate in focus groups. This increases the likelihood of collecting a wide variety of data. While many people who are politically involved are interested in using the political process to formulate fair and balanced resolutions to multi-sided issues, self-selecting political groups are particularly attractive to individuals who see the political process as an end unto itself. There are individuals whose personal psychology may hinge on a particular political viewpoint or even on their ability to take control of the political process.² Such agendas may be at odds with

1. Stein. *Winning Community Support*. 106.

discovering relevant issues, as other points of view may threaten to usurp the primacy of the partisan's pet solution. This can lead to the situation where community members are reticent to suggest alternative considerations because of a personal discomfort with conflict, particularly conflict which occurs in a public setting. Because of the validation it can provide, partisans are drawn to the political process at a greater rate than more moderate members of a community, and therefore their opinions, which may or may not be primarily politically motivated, may be over-represented in findings where sampling is based on such affiliations.

2. Ibid 135.

CHAPTER 3

METHODOLOGY

The primary method of eliciting community participation for this investigation was the use of a survey instrument. In order to develop a survey instrument relevant to the specifics of the Colonial Homes site, the investigator began by interviewing individuals from each of the primary positions in the development equation: the city, the developer, and the community. These interviews helped establish the history of the neighborhood including previous attitudes and group actions regarding developmental concerns, and set down a basic framework for realistic potential development options.

The investigator met with Atlanta City Councilwoman Clair Muller. This interview provided basic information regarding the structure of the neighborhood organization and past interactions with the residents. Of particular note was the community's negative reaction to the possible construction of a new connecting road between Northside Drive and Peachtree Road along the South edge of Atlanta Memorial Park, the site of the Bobby Jones Golf Course and immediately adjacent to Collier Hills North. When the idea was proposed at an earlier meeting of Collier Hills North's neighborhood association, the reaction had been extremely negative, so much so that discussion of the reasons for the vitriol or the potential merits of the program could not be entered effectively. Councilwoman Muller suggested that the neighborhood was also very sensitive to issues of cut-through traffic and congestion along Collier Road, one of the primary entrances to the neighborhood. This concern had led recently to the construction of a sidewalk alongside Dellwood Road, the primary roadway between the Colonial Homes complex and Collier Road, in order to narrow the roadway and calm traffic. Councilwoman Muller further mentioned

that the residents along Dellwood make a concerted effort to park along the road to further narrow the passage and slow traffic. Councilwoman Muller expressed concern about the potential loss of affordable housing in the area, and mentioned the potential risk of flooding that development could exacerbate, a particular concern to area residents in light of damage done during the previous year's hurricane season. She concluded by expressing her interest in any information that would foster a dialog regarding development between the neighborhood and developers, and her disappointment that the potential Northside-Peachtree connection had not been more thoroughly considered by neighborhood residents, particularly in light of its potential for diffusing the traffic on Collier Rd..

Shortly after the inception of this investigation, the Colonial Homes complex was put under contract for sale to Atlanta developer, Pope and Land Enterprises, Inc. The interviewer was able to secure an interview with Larry Kelly, President of Pope and Land, to discuss this project, both to gather information and to make sure that this investigation did not interfere with any specific intentions of the developer, which might have necessitated the choice of an alternative site for investigation. The interview with Mr. Kelly brought up several additional concerns and opportunities relative to the site. In their preliminary investigation, Pope and Land had determined that rental rates in the area were ran 30-40% below market rates for the area. Pope and Land had also determined that, while a significant portion of the site lay in the flood plain, that the majority of that was within the flood fringe, rather than the flood way, which could allow redevelopment as long as appropriate precautions were taken. Mr. Kelly mentioned that the site's current development was at roughly 240,000 square feet, though the maximum square footage allowed even under current RG-3 zoning would be approximately 670,000 square feet.

In order to obtain an overview of the neighborhood concerns relative to development in the surrounding area, the investigator contacted Mr. Tony Casadonte, the president of the Collier Hills North neighborhood association. In this initial contact, Mr. Casadonte confirmed some of the earlier points mentioned by Councilwoman Muller regarding traffic and opposition to the proposed connection between Northside Drive and Peachtree Road. Mr. Casadonte also related that in earlier situations related to community positions, most notably the sidewalk proposal, that members of the community deferred to the requests of those most strongly affected by the issue under discussion. Specifically he related that some homeowners from other parts of the neighborhood voted with the homeowners from Dellwood as a show of solidarity even if they found the arguments opposed to the sidewalk persuasive.

After these initial meetings, a survey was developed to probe individual residents' opinions related to redevelopment of the site. The survey was designed to be completed in approximately five to ten minutes, as it was felt that this would encourage greater participation. One of the primary concerns of the investigation was finding a way to avoid the biases inherent in polling a self-selecting group, such as would be the case in polling a community meeting, or relying on participants to mail back responses or seek out a website-based questionnaire. It was decided that the survey would be conducted face-to-face with respondents by going door to door within the neighborhood, so as to facilitate the generation of a more random sample of respondents than could otherwise be obtained. A preliminary set of survey data was obtained from surveys presented to the participants of a neighborhood association meeting, in order to test the assumption that such a group might exhibit a different agenda from the population at large.

On March 1, 2005, the initial survey was presented at a neighborhood association meeting attended by 23 residents. In most instances two participants represented the same household, so that only 12-15 households were represented within these responses. Following the survey, a question and answer period was held with Councilwoman Muller, representatives of Pope and Land, and the neighborhood participants. At this meeting several additional points were brought up. Mr. Kelly suggested a few potential parameters to their redevelopment effort, including the possibility of connecting internal site circulation to the existing commercial district on Bennett Street, just south of the site. He repeated throughout the meeting, though, that his primary interest at this stage of the process was to listen, because design had not yet begun. Residents questioned whether there were any studies that might indicate whether there would be an increase in crime related to increasing connectivity with commercial areas, particularly since it might mean increasing through-traffic in the neighborhood. Mr. Kelly was unaware of any studies on point, but said he would investigate the question. Community members acknowledged that change was inevitable, but wanted to preserve Atlanta's unique in-town single-family neighborhoods and abundant green space. Concerns over traffic were noted, and several stories were related about unfortunate situations which had occurred related to development in other parts of the city. Residents were concerned that the development might be predicated on the implementation of Northside Drive/Peachtree Road connection, and were informed that it was not a required condition for Pope and Land's development of the site. The concept of lifecycle housing was broached and positively received by community members. Pope and Land discussed possible futures for the site, noting that the buildings were outdated both physically and functionally. Conversion to condominiums of the

existing buildings was seen as an undesirable option by community members, due to the lack of central control over maintenance. Members of the community expressed their desire that the redevelopment of the site take into account anticipated/proposed developments in the area, including the Beltline, the Peachtree Corridor trolley line, and the future development potential of surrounding areas.

At the end of the meeting a second survey was presented along with a stamped self-addressed envelope so that attendees could return this second survey to the investigator. These responses were compared to the pre-discussion responses in order to ascertain whether the meeting had had any effect on the opinions of those in attendance. There were no significant changes in the pre-meeting and post meeting responses among those residents whose responses were identifiable.

After the meeting, the investigator contacted via e-mail those households in the community for which addresses could be provided by the homeowners association, in order to introduce the project and alert residents to his upcoming presence in the neighborhood. Over the course of the next two weeks, he approached 70 houses in the neighborhood eliciting responses from 33 residents. In addition to the survey questionnaire, the interviews permitted residents to provide unstructured commentary on issues they thought relevant to the questions at hand. Residents who had attended the earlier meeting were not included in the questionnaire portion of this second stage survey, but the interviewer was able to illicit individual comments, and took the opportunity to encourage them to mail in their survey responses, had they not already done so. Several additional surveys were returned from the meeting participants as a result.

Bivariate analysis was performed on the survey results by such factors as street, age of respondent, length of residence in Collier Hills North, and pedestrian habits, to discover whether there were predictive factors for development priorities.

CHAPTER 4

SURVEY ANALYSIS

The survey consisted of questions designed for two primary purposes:

1. To determine the degree to which members of the neighborhood could be said to have a common opinion regarding potential design characteristics of a redeveloped Colonial Homes site;
2. To determine whether certain measurable individual characteristics could explain in part observed deviations from the normative response.

As the survey was conducted door-to-door, the investigator was able to segregate responses by street without including this in the questionnaire. No information linking a specific set of responses to an individual was collected. In addition to the information collected face-to-face, information was received via mail from people who participated in the neighborhood meeting on March 1, 2005. These responses were segregated under the location heading of "Mail-in", to gauge any observable trends of the opinions of those most likely to participate in any local political process involving the neighborhood. They are included in the neighborhood averages in this section, however they will be summarized separately from the general analysis.

Responses

1. How many people live in your household?

Table 4 - 1: Number in Household

Location	N	Mean	Minimum	Maximum
Dellwood	8	2.63	1	5
Golfview Dr	5	2.00	1	3
Golfview Rd.	10	2.5	1	4
Mail-in	10	2.1	1	3
Total	33	2.33	1	5

This question provides basic population density information and, in conjunction with other questions, may suggest the likelihood of street use. As can be seen from in Table 4-1, household size is generally small, at 2.33. It should also be noted that the likelihood of finding children in a household was highest among the youngest respondents, and those living in the neighborhood the shortest period of time. As will be seen later, these factors correlate with location, Golfview Dr. having the highest average age and length of habitation, with Golfview Rd. generally having the lowest. While conducting this survey the investigator noticed that Golfview Rd. was the only street where children could be seen playing outdoors. This could have to do with the age of the families, as these respondents, with one notable exception, were among the youngest in the neighborhood. A single 90+ year old respondent raised the average age on this street. This outlier, 30 years older than the oldest person on Dellwood, had already sold her house at the time of the interview and was moving with her husband to a retirement community.

2. How many drivers are there in your household?

Table 4 - 2: Drivers in household

Location	N	Mean	Minimum	Maximum
Dellwood	8	1.63	1	2
Golfview Dr.	5	1.8	1	2
Golfview Rd.	10	1.9	1	2
Mail-in	10	1.9	1	3
Total	33	1.82	1	3

This question serves two purposes: as a gauge of potential traffic related to residential usage; and to determine the number of non-drivers in the household. This suggests the prevalence of pedestrian only community members, who could use streets differently and have a distinct agenda for pedestrian accessible development. All of the respondents to the survey were themselves drivers. The greatest number of non-drivers were in households where the respondents were born in the 60's or 70's, roughly the anticipated age of parents with young children in the household. None of the members of households for whom the respondents were between 75 and 95 included non-drivers, possibly indicating a reluctance to surrender driving privileges among older home owners.

3. In what decade were you born?

Table 4 - 3: Decade of birth

Location	N	Mean	Minimum	Maximum
Dellwood	8	53.75	40	70
Golfview Dr.	5	36	20	70
Golfview Rd.	9	52.22	1	70
Mail-in	10	50	30	70
Total	32	49.37	10	70

Responses to this question broken down by location can be seen in Table 4-3. It is interesting to note that the average age of respondents along Golfview Drive is more than 16 years older than on the surrounding streets.

4. How long have you lived in Collier Hills North?

Table 4 - 4: Length of residence (in decades)

Location	N	Mean	Minimum	Maximum
Dellwood	8	1.00	.00	3.00
Golfview Dr.	5	3.00	1.00	5.00
Golfview Rd.	10	1.60	.00	5.00
Mail-in	9	2.00	0.00	4.00
Total	32	1.78	.00	5.00

For distribution purposes, this question was measured in decades. Resident of less than five years were marked as zero decades. Residents of longer than 5 years were rounded to the nearest decade. The average length of time for Collier Hills North residence is approximately 1.8 decades. As can be seen in Table 4-4, the longest times of residence were seen along Golfview Dr. Turnover seems to be most prevalent along Dellwood with an average longevity at the current address of 10 years. The single 50+ year resident on Golfview Rd. skews that average significantly, which otherwise would have averaged only slightly higher than Dellwood at 12 years, rather than 16. The average longevity along Golfview Dr., at 30 years, seems to correlate with the greater age of the residents. In the latest Census¹, approximately 57 percent of Fulton county residents had

1. U. S. Census Bureau. *Migration for the Population 5 Years and Over for the United States, Regions, States, Counties, New England Minor Civil Divisions, Metropolitan Areas, and Puerto Rico: 2000*. Census 2000, special tabulation. <http://www.census.gov/population/www/cen2000/phc-t22.html>. Internet release date: August 6, 2003.

lived in their current domicile for 5 years or less. Mobility peaks in young adulthood (age 20-35) and declines with age. The fact that many Collier Hills North residence have passed into the more stable housing stage would seem to be born out by the correlation between questions 3 and 4.

5. By percentage, what is the likelihood that you will move out of the neighborhood within the next 10 years?

Table 4 - 5: Likelihood of moving in next ten years (by age)

Age Category (Birth Date)	N	Mean	Minimum	Maximum
1910-1939	4	37.50	0	100
1940-1949	10	34.25	0	100
1950-1969	9	32.78	0	100
1970-	7	56.07	25	90
Total	30	39.33	0	100

With a mean of approximately 39% anticipated likelihood of moving, Collier Hills North residents again seem more stable than the census predicts for Fulton County residents. Table 4-5 shows that the youngest owners are most likely to believe that they will move within the next 10 years. This expectation decreases among those over 35.

Table 4 - 6: Likelihood of moving in next ten years (by length of residence)

Decades in neighborhood	N	Mean	Minimum	Maximum
0	9	37.78	0	90
1	8	30.31	0	80
2	4	51.25	0	100
3	5	48.5	10	8
4	4	31.25	00	75
5	1	100	100	100
Total	31	40.48	0	100

How long residents have lived in Colonial Homes seems to show a slightly different story. Perceived likelihood of moving peaks at approximately 20 years of residence, dropping off through the next several decades. This may be due to the expectation that major life events, such as children leaving home or retirement, may require a re-evaluation of the appropriateness of the residence. If it is determined that the house meets the needs of the new situation after the crisis, there may be less contemplation of moving.

6. Do you believe that the redevelopment of Colonial Homes is more likely to have a positive or a negative effect on your property value?

Table 4 - 7: Prediction of property value increases (by location)

Location	N	Mean	Minimum	Maximum
Dellwood	8	.563	0	1.0
Golfview Dr.	3	.833	.5	1.0
Golfview Rd.	10	.700	0	1.0
Mail-in	10	.650	0	1.0
Total	31	.661	.0	1.0

Positive responses were recorded as “1” negative responses as “0” with neutral and uncertain responses recorded as “.5”. Approximately two thirds of the respondents believed that any redevelopment of Colonial Homes would increase the financial value of their property, even though many spontaneously expressed concerns regarding quality of life issues, particularly traffic and safety, at this point in the interview. Residents along Dellwood were most likely to see the potential losses of value due to traffic and safety as

potentially outweighing any gains. As can be seen in table 4-8, perceptions were largely uniform across age categories.

Table 4 - 8: Prediction of property value increase (by age)

Age category	N	Mean	Minimum	Maximum
1910-1939	4	.625	0	1.0
1940-1949	9	.722	0	1.0
1950-1969	9	.611	0	1.0
1970-	7	.786	.5	1.0
Total	29	.690	.0	1.0

7. Do you believe that it is important that any redevelopment of Colonial Homes preserve the current rate structure?

Table 4 - 9: Preserve affordable housing (by location)

Location	N	Mean	Minimum	Maximum
Dellwood	8	.13	0	1
Golfview Dr.	4	.25	0	1
Golfview Rd.	10	.10	0	1
Mail-in	7	.57	0	1
Total	29	.24		1

In as much as the current rate structure of rents in Colonial Homes is 30-40% below market rates in the surrounding area, the population dislocated by the redevelopment will not likely be able to find similarly affordable housing in the area. 76% of respondents support allowing market rates to prevail. Table 4-9 shows that the resident's

along Golfview Dr. are most likely to be concerned with the availability of affordable housing in the area. Mailed in responses will be discussed later in this chapter

Table 4 - 10: Preserve affordable housing (by age)

Age category	N	Mean	Minimum	Maximum
1910-1939	5	.40	0	1
1940-1949	9	.22	0	1
1950-1969	7	.29	0	1
1970-	6	.00	0	0
Total	27	.22	0	1

The oldest residents and those who came of age during the 60's are the most likely to favor setting aside at least some units to be leased at current below-market rates, while none of those born after 1970 expressed a belief that this should be a concern of the developer. Since older Americans are more likely to live on a fixed-income and may have memory of the Great Depression, it can be speculated that these factors may encourage empathy with those needing affordable housing. Those growing up during the 60's were raised in an environment of social awareness, though their support was not as prevalent as that of the oldest respondents. Generally, however, preserving current conditions for Colonial Homes residents was not seen as an important priority, despite the perceived right to the preservation of current desirable conditions for the residents of Collier Hills North.

8. How many residents would you say there are in the current Colonial Homes complex?

Table 4 - 11: Perceived Colonial Homes population

Location	N	Mean	Minimum	Maximum
Dellwood	7	378	200	100
Golfview Dr.	4	275	100	500
Golfview Rd.	9	738	100	2000
Mail-in	9	355	250	600
Total	29	468	100	2000

This question was designed to test perceptions of current population density at the site. Table 4-11 shows that there was an order of magnitude difference between the most conservative and most liberal estimates. This would suggest that any discussion of anticipated future residency would need to be explicit about the current condition. Suggesting a specific number of units or residents might not give an accurate view of proposed density.

9. What percentage of the traffic that exits onto Collier Rd. from within your neighborhood do you think consists of people cutting through, as opposed to residents?

Table 4 - 12: Perception of cut through traffic volume

Location	N	Mean	Minimum	Maximum
Dellwood	8	85.65	75	90
Golfview Dr.	4	68.75	50	90
Golfview Rd.	10	52.50	15	90
Mail-in	10	71.90	50	90
Total	32	68.87	15	90

Preliminary interviews with Councilwoman Clair Muller and neighborhood association president Tony Casadonte indicated that traffic using the neighborhood as a cut-

through to get to Collier Road from Peachtree St. was a primary concern of the neighborhood. As can be seen in Table 4-12, residents along Dellwood, the most direct route, perceive the cut-through traffic to make up the greatest percentage of total traffic along their road. Proximity to Dellwood seems to correlate to the perception of this problem, as the numbers drop off for roads further back in the subdivision. Residents along Golfview Drive reported a marked increase in traffic along their own road related to Dellwood residents' attempts at traffic calming. According to residents along Golfview Drive, the introduction of a sidewalk, combined with on-street parking has narrowed the effective width of Dellwood to the point that cut-through traffic has begun to migrate to Golfview as an alternative, less-impeded route.

10. Please rank the following concerns surrounding potential redevelopment of Colonial Homes: Aesthetics, Property Values, Property Taxes, Tradition/Nostalgia, Traffic, Safety, Other (Please specify).

Table 4 - 13: Rank design concerns (by location)

Location		Aesthetic	Property Value	Property Taxes	Tradition	Traffic	Safety
Dellwood	N	8	8	8	8	8	8
	Mean	3.125	2.875	4.500	4.750	2.375	3.375
	Minimum	1.0	1.0	2.0	2.0	1.0	1.0
	Maximum	5.0	5.0	6.0	6.0	4.0	5.0
Golfview Dr.	N	3	4	4	3	4	4
	Mean	4.000	1.25	3.000	4.333	2.250	2.500
	Minimum	1.0	1.0	2.0	2.0	1.0	1.0
	Maximum	6.0	2.0	4.0	6.0	4.0	4.0
Golfview Rd.	N	9	10	10	9	10	10
	Mean	3.000	2.000	3.60	5.556	2.300	4.000
	Minimum	1.0	1.0	1.0	3.0	1.0	2.0
	Maximum	5.0	4.0	6.0	6.0	5.0	6.0
Mail-in	N	10	10	9	10	10	10
	Mean	2.800	2.000	3.667	5.000	2.200	3.100
	Minimum	1.0	1.0	1.0	1.0	1.0	1.0
	Maximum	6.0	4.0	5.0	6.0	4.0	6.0

Table 4 - 13: Rank design concerns (by location) (cont.)

Location		Aesthetic	Property Value	Property Taxes	Tradition	Traffic	Safety
Total	N	30	32	31	30	32	32
	Mean	3.067	2.125	3.774	5.033	2.281	3.375
	Minimum	1.0	1.0	1.0	1.0	1.0	1.0
	Maximum	6.0	5.0	6.0	6.0	5.0	6.0

Table 4-13 shows the results for this question broken down by location. While there are a few general statements that can be made regarding these numbers, it is interesting to note that each of these factors was most important to at least one person, and each factor was ranked as a 5 or a 6 by at least one person. Property Value was generally ranked as the most important factor, though those along Dellwood were more concerned with traffic. Tradition/Nostalgia generally ranked lowest across locations. Safety was most important to those along Golfview Drive. According to residents, there has been a string of car break-ins along the road in the past year, which may explain a portion of this higher ranking. This may in part be due to the fact that Golfview Drive provides two exits, but does not have the volume of traffic Dellwood experiences, meaning intruders have more escape options, with less possibility of being seen by a passer-by.

Breaking these same responses down by age classification, (see Table 4-14) a slightly clearer picture emerges, though there is still no pronounced consensus regarding priorities. The oldest residents are most likely to rank property value as their top priority, and are more concerned generally with the aesthetics of any new development. They are also most concerned with property taxes, which may be a function of the increased likelihood among older adults of living on a fixed income. Generally, tradition and nostalgia rank low relative to other concerns, though people born between 1940 and 1950 (the same era as the neighborhood) rank it lower than other groups

Table 4 - 14: Rank design concerns (by age category) (cont.)

Age category		Aesthetic	Property Value	Property Taxes	Tradition	Traffic	Safety
1910-1939	N	3	4	4	3	4	4
	Mean	2.333	1.25	2.500	4.333	3.000	3.500
	Minimum	1.0	1.0	2.0	2.0	1.0	1.0
	Maximum	5.0	2.0	3.0	6.0	4.0	6.0
1940-1949	N	10	10	10	10	10	10
	Mean	3.500	2.600	3.700	5.50	2.100	3.600
	Minimum	1.0	1.0	1.0	2.0	1.0	1.0
	Maximum	5.0	5.0	6.0	6.0	4.0	6.0
1950-1969.	N	9	9	8	9	9	9
	Mean	2.667	2.111	3.75	4.778	2.111	3.111
	Minimum	1.0	1.0	1.0	1.0	1.0	1.0
	Maximum	5.0	4.0	6.0	6.0	4.0	5.0
1970-	N	7	7	7	7	7	7
	Mean	2.857	2.143	4.714	5.000	2.571	3.286
	Minimum	1.0	1.0	3.0	3.0	1.0	1.0
	Maximum	6.0	5.0	6.0	6.0	5.0	5.0

Table 4 - 14: Rank design concerns (by age category) (cont.)

Age category		Aesthetic	Property Value	Property Taxes	Tradition	Traffic	Safety
Total	N	29	30	29	29	30	30
	Mean	2.966	2.167	3.793	5.034	2.333	3.367
	Minimum	1.0	1.0	1.0	1.0	1.0	1.0
	Maximum	6.0	5.0	6.0	6.0	5.0	6.0

No respondents replied to the option to specify specific other concerns.

Though not universal, the most important concern of potential development seems to be maximizing property value. Since property values are market driven, this is the issue most closely tied to perceptions of non-residents rather than the direct experience of current residents, which might indicate an area where people with greater market knowledge might be better suited to maximizing this positive condition .

11. How often in any week do you cross the Colonial Homes site: by car?; on foot?; by bicycle/other?

Table 4 - 15: Weekly crossing of Colonial Homes

	By car	On foot	Other
N	33	33	33
Mean	14.303	2.803	.000
Minimum	2.0	.0	.0
Maximum	50.0	20.0	.0

As can be seen in Table 4-15, the average respondent crossed Colonial Homes site approximately twice a day. This would break down as one trip out and back to Peachtree St. Foot travel was minimal. Several older residents commented that the incline of Colonial Homes Drive made it impossible for them to use the route to Peachtree except by automobile. No residents responded that they traveled by bicycle to get to Peachtree.

12. Please rank the following possible development components on a scale of 1 (highly desired) to 5 (greatly disliked): High-rise residential, Low-rise residential, Townhomes, Health club, Boutique Shops (Bookstore, Gallery, Clothing), Neighborhood Shops (Pharmacy, Dry Cleaner), Community Center, Office space, Professional Offices (Legal, Medical), Small Grocery (Butcher shop, Fish market, etc.)

Table 4 - 16: Ranking potential development components (by location)

Location		HR Res	LR Res	TwHm	HClub	Boutique	ComCtr	Office	NShops	ProfOff	Grocery
Dellwood	N	8	8	8	8	8	8	8	8	8	8
	Mean	3.750	3.250	1.375	4.375	3.250	3.750	4.500	4.125	4.125	4.000
	Minimum	2.0	1.0	1.0	3.0	2.0	1.0	3.0	3.0	2.0	2.0
	Maximum	5.0	5.0	3.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Golfvier Dr.	N	5	5	5	4	5	4	3	4	4	4
	Mean	3.800	1.400	1.200	3.500	3.200	4.000	3.667	3.750	4.500	2.750
	Minimum	2.0	1.0	1.0	1.0	1.0	3.0	1.0	1.0	3.0	1.0
	Maximum	5.0	2.0	2.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Golfview Rd.	N	10	10	10	10	10	10	10	10	10	10
	Mean	3.900	2.200	1.600	2.400	2.000	2.600	3.800	2.500	4.000	2.800
	Minimum	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0
	Maximum	5.0	4.0	3.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0
Mail-in	N	10	10	10	10	10	10	10	10	10	10
	Mean	4.400	1.200	1.200	3.700	3.800	3.300	5.000	..00	5.000	4.60
	Minimum	3.0	1.0	1.0	1.0	2.0	1.0	5.0	2.0	5.0	3.0
	Maximum	5.0	2.0	2.0	5.0	5.0	5.0	5.0	5.	5.0	5.0

Table 4 - 16: Ranking potential development components (by location) (cont.)

Location		HR Res	LR Res	TwHm	HClub	Boutique	ComCtr	Office	NShops	ProfOff	Grocery
Total	N	33	33	33	32	33	32	31	32	32	32
	Mean	4.000	2.030	1.364	3.438	3.030	3.281	4.355	3.500	4.46	3.656
	Minimum	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0
	Maximum	5.0	5.0	3.0	5.0	5.0	5.	5.0	5.0	5.0	5.0

The “Total” rows of Table 4-16 shows the relative popularity of a number of potential development components for the site. As a general statement, residents favored the development of townhomes and low-rise development, were largely neutral to mildly disdainful of limited retail development, and were antagonistic toward high-rise residential and office and professional space. Townhomes were the only development possibility that scored at least a 3 or better from all respondents. High-rise and professional offices were the only categories that did not receive a rating of 1 from any respondents, though the existing high-rise residential complex on the eastern border of the site was not seen as a notable imposition by those questioned. Table 4-17 breaks these results down by location, and shows that, generally, residents along Golfview Rd. seem more amenable to development, including commercial development, while those along Dellwood are most wary. Dellwood residents’ retisence may stem from considerations of traffic, as Dellwood residents are most sensitive to this issue.

Table 4 - 17: Ranking potential development components (by age category)

Age category		HR Res	LR Res	TwHm	HClub	Boutique	ComCtr	Office	NShops	ProfOff	Grocery
1910-1939	N	5	5	5	4	5	4	3	4	4	4
	Mean	4.600	1.400	1.000	2.750	3.200	3.000	3.667	4.00	5.000	4.000
	Minimum	3.0	1.0	1.0	1.0	1.	1.0	1.0	1.0	5.0	1.0
	Maximum	5.0	2.	1.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0
1940-1949	N	10	10	10	10	10	10	10	10	10	10
	Mean	3.500	2.100	1.400	3.700	3.000	3.100	4.60	3.900	4.40	390
	Minimum	2.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	3.0	1.0
	Maximum	5.0	4.0	3.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
1950-1969	N	9	9	9	9	9	9	9	9	9	9
	Mean	4.333	2.111	1.444	3.778	3.667	3.444	4.444	3.333	4.222	3.889
	Minimum	2.0	1.0	1.0	1.0	2.0	1.0	3.0	2.0	2.0	1.0
	Maximum	5.0	5.0	2.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
1970-	N	7	7	7	7	7	7	7	7	7	7
	Mean	3.714	2.429	1.429	3.286	2.286	3.429	4.429	3.000	4.143	3.00
	Minimum	2.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0
	Maximum	5.0	5.0	3.0	5.0	4.0	5.0	5.0	4.0	5.0	5.0

Table 4 - 17: Ranking potential development components (by age category) (cont.)

Age category		HR Res	LR Res	TwnHm	HClub	Boutique	ComCtr	Office	NShops	ProfOff	Grocery
Total	N	31	31	31	30	31	30	29	30	30	30
	Mean	3.968	2.065	1.355	3.500	3.065	3.267	4.414	3.533	4.367	3.700
	Minimum	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0
	Maximum	5.0	5.0	3.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

Table 4-17 shows this same set of responses broken down by age. This data shows that those born after 1970 are the most amenable to retail development across the board, relative to other age groups, though their support is still strongest for townhome and low-rise residential development. Those born before 1940 show the strongest support for the development of a community center and a health club.

13. If preventing non-residents from cutting through the neighborhood meant blocking off your access to Peachtree St. through Colonial Homes, would you support it?

Table 4 - 18: Support isolation from Colonial Homes roadways (by location)

Location	N	Mean	Min	Max
Dellwood	8	.500	0	1.0
Golfview Dr.	5	.200	0	1.0
Golfview Rd.	9	.000	0	1.0
Mail-in	10	.450	0	1.0
Total	32	.297	.0	1.0

This question received some of the most passionate response to any on the survey. Overall, 29.7% would vote to close off all connection to the Colonial Homes site at Dellwood, making Collier Road the only way to get into or out of the subdivision, in order to eliminate through traffic. 70.3% of the residents are willing to tolerate the cut-through traffic in order to make sure that they have a way to exit the community that does not require them to deal with the traffic along Collier Road. Predictably, these opinions are influenced by location within the subdivision, as can be seen in Table 4-18, with residents along Dellwood, who are most affected by traffic, being most in favor of severing the shortcut.

Table 4-19 shows the same data, this time broken down by age. Residents born before 1930 unanimously wish to see the connection maintained, with the highest support for severing the connection coming from those born between 1950 and 1970. Several residents stated that they refused to try to make the left turn onto Collier from the neighborhood at all costs, and that the light at Peachtree and Colonial Homes Drive offered the only safe outlet.

Table 4 - 19: Support isolation from Colonial Homes roadways (by age)

Age category	N	Mean	Minimum	Maximum
1910-1939	5	.000	0	0
1940-1949	10	.300	0	1.0
1950-1969	9	.444	.0	1.0
1970-	6	.250	.0	1.0
Total	30	.286	0	1.0

14. Do you golf?

15. Do you golf at Bobby Jones?

Out of 33 respondents, 13 golf, and 11 golf or have golfed at the Bobby Jones Golf Course.

16. Regardless of whether you golf, how would you rank your satisfaction with the upkeep of this course? (Please rank from "1" to "5" where "1" = "highly satisfied" and "5" = "not at all satisfied".)

Table 4 - 20: Satisfaction with Bobby Jones Golf Cours upkeep (by golfer status)

Golf	N	Mean	Minimum	Maximum
No	20	2.500	1.0	5.0
Yes	13	2.500	1.0	4.0
Total	33	2.500	1.0	5.0

Tables 4-20 and 4-21 show general levels of satisfaction with the course broken down by whether the respondent golfed or not, and whether they golfed at Bobby Jones. In all instances, course satisfaction stood at 2.5 on a 5 point scale, equating to slightly better than ambivalent (3.0) feelings regarding the upkeep of the course. (It is coincidental that these four conditions all came out with the same mean score. The computations have been verified.)

Table 4 - 21: Satisfaction with Bobby Jones Golf Course upkeep (by patron status)

Bobby Jones Patron	N	Mean	Minimum	Maximum
No	22	2.500	1.0	5.0
Yes	11	2.500	1.0	4.0
Total	33	2.500	1.0	5.0

17. The lease for the public land on which the golf course is located comes up for renewal next year. If the decision were yours, would you: a) leave it as it is; b) require improvements, passing the expense along to golfers and the city; or c) consider redeveloping the course to include a higher quality 9-hole course along with other public amenities, such as parkland.

Table 4 - 22: Redevelopment of Bobby Jones Golf Course

	N	Mean	Minimum	Maximum
No changes	33	.485	0	1
Require improvements	33	.212	0	1
Alternative public amenities	33	.485	0	1

Several respondents checked multiple boxes. Most commonly they doubled "leaving the park as it is" with "require improvements", however other combinations also appeared.

Anecdotally, respondents commented on both sides of the issue. Many were quite animated. One runner complained of being harassed by police when he noticed something unusual at the waterhazard on the east side of the course one morning and ventured onto the course to check it out. Others mentioned the uniqueness of an affordable course within the city limits. Several golfers complained of the low quality of course upkeep, particularly with regards to cleanup after last year's intense flooding. Some responded positively to the idea of a public park, citing Piedmont as a model. Others mentioned Piedmont in light of the negative press it has been receiving of late regarding the parking that goes on in the surrounding neighborhoods and the ongoing debate about the appropriateness of building a parking deck. It was suggested repeatedly that that issue would need to be dealt with before they could entertain any suggestion of change from the status quo. Table 4-22 shows that the residents polled were evenly split between whether the course was a preferable amenity to other possible public use

Table 4-23 shows the same information broken down by the respondent's status as a patron of the current golf course. Not unexpectedly, golfers support the status quo at a rate significantly higher than other public use of the land. Almost 70% of non-patrons support redevelopment of a portion of the land as a public park, however 40% did recognize the value of the current use.

Table 4 - 23: Redevelopment of Bobby Jones Golf Course (by patronage)

Patron of Bobby Jones		No change	Require Improvements	Alternative Public Amenities
No	N	22	22	22
	Mean	.409	.159	.682
	Minimum	0	0	0
	Maximum	1.0	1.0	1.0

Table 4 - 23: Redevelopment of Bobby Jones Golf Course (by patronage)(cont.)

Patron of Bobby Jones		No change	Require Improvements	Alternative Public Amenities
Yes	N	11	11	11
	Mean	.636	.318	.091
	Minimum	0	0	0
	Maximum	1.0	1.0	1.0
Total	N	33	33	33
	Mean	.485	.212	.485
	Minimum	0	0	0
	Maximum	1.0	1.0	1.0

18. A connection between Peachtree Rd. and Northside Dr. was suggested along the south side of the golf course. Would you favor or oppose such a move?

Table 4 - 24: Support for proposed Northside-Peachtree connection (by location)

Location	N	Mean	Minimum	Maximum
Dellwood	8	.500	0	1
Golfview Dr.	5	.200	0	1
Golfview Rd.	10	.050	0	.5
Mail-in	10	.000	0	0
Total	33	.167	0	1

Preliminary meetings with Councilwoman Muller and Tony Casadonte suggested this question, as it was a matter of some public debate recently. 83.3% of respondents opposed the road as proposed. This was the single most controversial question on the survey. Spontaneous outbursts demonizing the city council were not uncommon. Swearing was not uncommon. One respondent insisted that I not mark their survey "oppose" but instead put "hell, no" in all capital letters. Support was strongest on Dellwood, possibly to

to the potential of reducing traffic by decreasing drivers' need to cut through the neighborhood to get to Collier.

Table 4 - 25: Support for proposed Northside-Peachtree connection (by age)

Age category	N	Mean	Minimum	Maximum
1910-1939	5	.000	0	0
1940-1949	10	.300	0	1
1950-1969	9	.111	0	1
1970-	7	.143	0	1
Total	31	.161	0	1

19. If you oppose the road, would any of the following precautions ease your concerns? Low speed limits, limited access/hours of operation, no connection to Collier through the neighborhood, Cutting road through alternative route that is not adjacent to Collier Hills North, Noise barriers, Visual barriers, Bicycle/Pedestrian limitation.

Table 4 - 26: Mitigating conditions to proposed Northside-Peachtree Connection (by location)

Location		Low speed/ Access	No connection through CHN	Not adjacent to CHN	Noise Barrier	Visual Barrier	Bike/ Pedestrian
Dellwood	N	8	8	8	8	8	8
	Mean	.250	.250	.50	.000	.250	.500
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	0	1	1
Golfvier Dr.	N	5	5	5	4	5	5
	Mean	.200	.400	.400	.000	.200	.200
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	0	1	1
Golfview Rd.	N	10	10	10	10	10	10
	Mean	.300	.300	.300	.100	.100	.600
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	1	1	1
Mail-in	N	10	10	10	10	10	10
	Mean	.100	.300	.400	.200	.200	.000
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	1	1	0

Table 4 - 26: Mitigating conditions to proposed Northside-Peachtree Connection (by location) (cont.)

Location		Low speed/ Access	No connection through CHN	Not adjacent to CHN	Noise Barrier	Visual Barrier	Bike/ Pedestrian
Total	N	33	33	33	32	33	33
	Mean	.212	.303	.394	.094	.182	.333
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	1	1	1

This question was intended as a follow-up to question 18 to try to determine the reasons for opposition. Table 4-26 shows that none of the suggested interventions would necessarily allow the new road to gain wide support. It seems that the fundamental presence and proximity of the road are the issue rather than the effects, or that there is a belief that proposals for mitigation may not prove effective. Several respondents offered environmental justification for their opposition, suggesting their belief that Atlanta has traffic problems because road building encourages vehicular use over pedestrianism, though this attitude seems at odds with responses regarding pedestrian tendencies across the Colonial Homes site. Moving the road so that it was not adjacent to Collier Hills North and making sure that none of the traffic would enter the neighborhood were the most successful suggestions, followed by a bike and pedestrian limitation. This suggests that the previously noted concern with traffic and safety may be the primary issue. Interestingly, despite the bike/walk paths relative popularity, it was specifically denounced by several respondents, as it was seen as potentially increasing pedestrian traffic through the neighborhood, which raised issues of safety separate from traffic issue. Apparently the automobile acts as a buffer from direct contact creating a more comfortable situation for some. Support for the bike/pedestrian option was strongest on Dellwood and Golfview Rd., possibly reflecting its popularity among residents born after 1970 (see table 4-27)

Table 4 - 27: Mitigating conditions to proposed Northside-Peachtree Connection (by age category)

		Low speed/ Access	No connection through CHN	Not adjacent to CHN	Noise Barrier	Visual Barrier	Bike/ Pedestrian
1910-1939	N	5	5	5	5	5	5
	Mean	.000	.000	.000	.000	.000	..000
	Minimum	0	0	0	0	0	0
	Maximum	0	0	0	0	0	0
1940-1949	N	10	10	10	10	10	10
	Mean	.200	.300	.500	.000	.200	.300
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	0	1	1
1950-1969	N	9	9	9	9	9	9
	Mean	.000	.444	.333	.111	.111.	444
	Minimum	0	0	0	0	0	0
	Maximum	0	1	1	1	1	1
1970-	N	7	7	7	7	7	7
	Mean	.714	.429	.714	.333	.429	.429
	Minimum	0	0	0	0	0	0
	Maximum	1	1	1	1	1	1

Mailed-in responses

As previously stated, responses received by mail represent individuals who participated in at least one political activity: the public meeting regarding development held on March 1, 2005. Based on the analysis of this data, it appears that there may be a difference between the concerns of the self-selecting subset of community members who participate in meetings and the larger community as a whole. This assertion appears to be reflected-most particularly on several key questions.

Household size of mail-in respondents was slightly smaller than average (2.1/ household as opposed to 2.33; see Table 4-1), possibly indicating that the requirements of parenting make it more difficult to attend community meetings. By age, these respondents were approximately similar to the community as a whole with an average of their birth decades being 1950 (as opposed to 1949 for the community as a whole; see Table 4-3.)

With regard to their development priorities, the mail-in responses showed a significantly greater concern for providing affordable housing in the redeveloped Colonial Homes site, with 57% agreeing that this should be a priority, as compared to 24% for the community at large and 13% for non-mailed-in response (see table 4-9.) Also, as can be seen from Table 4-16, they were the least likely to support non-residential redevelopment of the site. In Table 4-18 it can be seen that they were among the strongest supporters of closing off access to Peachtree through Colonial Homes (45% support compared to 23% for non-mail-in responses and 30% for the community as a whole.) Support for the proposed road measured 0% among mail-in respondents, compared to 24% of non-mail-in and 17% in the community as a whole (see Table 4-24.) They were also the least likely to support a bike/pedestrian path alternative (see Table 4-26.)

No common ideology is immediately apparent from these discrepancies. While support for affordable housing might be considered indicative of a politically liberal perspective, this group was least likely to support the bicycle/pedestrian path option for the Northside-Peachtree connection, an environmental position which many would characterize as congruent with a liberal agenda. Some of these issues were reported as having been discussed in community meetings in the past, so it is possible that the support is socially based, rather than ideologically.

Conclusions

The overarching conclusions which can be drawn from this survey is that there is no common agenda regarding development from among the residents of Collier Hills North. Attitudes toward the issues involved in redevelopment are affected by individual preferences which are shaped both by personal characteristics as well as individuals' experiences of the community. This experience of the community is affected by such things as immediate neighbors, participation in community meetings, position relative to features such as entrances and dominant traffic patterns, and length of time in the neighborhood. Different residents may support a particular solution for very different reasons.

Individuals associate politically in order to increase their power relative to other institutions or communities. It is often easier to build support around a solution than an idea, since a single solution may meet the needs of more than one set of goals. So divergent unrelated goals may be mistaken for a common purpose, and mask actual agendas in the process, in order to maintain solidarity in the face of a perceived threat.

From the designer's perspective, the danger of relying on the political process for determining community priorities is that it tends to be oriented around compromise goals

drafted by a self-selecting subset of community members. This may lead to problems on several fronts. First, the nature of the self-selecting group may give the appearance of majority support when it does not exist, as was seen with regard to affordable housing and the preference for cutting off Collier Hills North's connection to Peachtree by way of Colonial Homes in this survey. Second, it is possible for a group to form around an idea which is specifically detrimental to another group within the neighborhood, as can be seen in the issue of the sidewalk along Dellwood Rd., which calmed traffic at the expense of Golfview Drive, and at the expense of community safety. It was reported by one resident that emergency vehicles had been unable to pass due to the road-narrowing efforts of the Dellwood residents. Third, by stating a desire for a specific solution, rather than an outcome, the designer becomes limited to enacting solutions envisioned by non-professionals who may have a limited understanding of what is actually possible and of what needs other effected communities may have reported. Frustration with issues of traffic has developed into support for the borderline xenophobic response of breaking off all traffic ties with the Colonial Homes property. The result would cause a significant limitation to Collier Hills North residents, leaving only Collier Road for ingress and egress to the property. That this suggestion garnered almost 30% support, even though the difficulty of exiting onto Collier Road was one of the most commonly voiced complaints noted during the interview process, exhibits the limitations of the non-random polling method relative to community-initiation of design strategies. It is easy to rally around a specific existing problem and suggest reversing the condition. It is harder to broaden discussions to include non-existent problems which may result from a short sighted response to that existing situation. Unfortunately, once momentum has been built around a suggested strategy, any

suggestion that modification should be considered may be treated as an attack on “property rights” and be rebuffed out of hand.

For a design to be successful in meeting the overall needs of the community, it must meet the requirements of the community members. Requirements are more abstract than solutions. It is seen as safer by some residents to support a proposed solution which meets one’s needs, regardless of consequences external to ones’ self, than to trust that once one’s needs are known that they will be given appropriate consideration by others.

In the development process it is possible for the developer and the city each to speak with a single voice. A community which purports to speak with a single voice is likely misrepresenting its constituents.

Developers and cities are able to codify and mathmatize their design agendas and priorities over an extended period of time, regularly have professional designers from various disciplines at their disposal during the development process. Communities, whose internally conflicting design agendas are most complex with regards to a specific development, are least likely to have their interests represented by a professional designer. What is needed to balance the process is the design equivalent of a public defender, an ombudsman who works for the community in negotiations with both developers and the city. One with professional design expertise, and a primary fiduciary responsibility to the community, rather than the city or developer during the negotiation process. One who could develop sufficient trust within a neighborhood to make possible the exploration of subtle and complex design solutions that maximize the potential positive effect of development, and help the community understand the benefits of such a plan. One who could act as an educator within the community to make sure residents propose solutions which are as sen-

sitive to the priorities of others as they would wish others to be to theirs. One who could represent the richness and complexity of the needs and preferences of the community during development negotiations, making the developers burden lighter in the process by making sure that the community's positions are represented in the language and logic of design, as it is spoken by the developer and the city.

PART II - DESIGN RESPONSE

CHAPTER 5

DEVELOPMENT ENVIRONMENT

This design response is predicated on the assumption that a developer has purchased the Colonial Homes property, and that, due to its perceived market obsolescence, a radial redevelopment of the site would result.

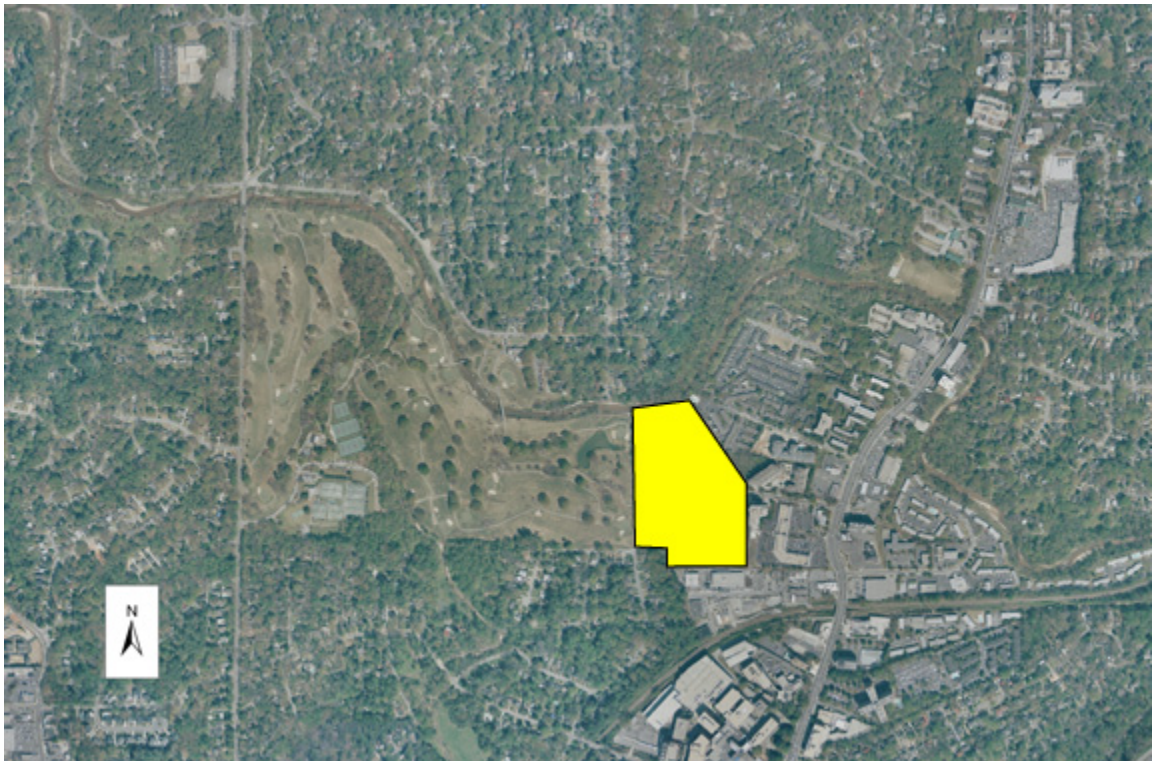


Figure 5-1: Aerial View of Site

The site in question is located one block west of Peachtree Road at the foot of Colonial Homes Drive, midway between the arterial streets of Collier Road and Peachtree Battle Drive. The site boundary encloses 18.4 acres (802,151 square feet). Approximately two-thirds of that area exists in the floodway/flood fringe of Peachtree Creek. Currently the site is occupied by 24 residential multi-family buildings comprising 254 individual residential units serving an adult population of 441. The site also includes

related covered parking structures, uncovered asphalt parking, a swimming pool, recreation and laundry facilities, and sundry minor structures. Approximately 97,800 square feet of ground is covered by residential building structures with an additional 21,000 of covered parking..

The site is bounded on the north by Peachtree Creek and the Collier Hills neighborhood, on the south side by the Bennett Street shopping district and the Collier Hills North neighborhood, on the east by several high-rise residential structures, and on the West by the Bobby Jones Memorial Golf Course. The site has two entrances for vehicular traffic, one on the east leading to Peachtree Road via Colonial Homes Drive, and one at the southwest corner leading into the Collier Hills North neighborhood and on to Collier Road via Dellwood Road

Virtues of the site include its proximity to Peachtree Road and MARTA bus lines, its positioning between upscale residential neighborhoods, and its views of a mature golf course on public land. The site is also within walking distance of the proposed light rail beltline and proposed Peachtree corridor trolley. The site lies between the major Atlanta commercial districts of Midtown and Buckhead, and is within walking distance of two major medical facilities: Piedmont Hospital, and the Shepherd Spinal Center.

Less advantageous aspects of the site include outdated buildings, its existence in the floodway, and traffic congestion along both Peachtree Road and Collier Road at the entrances to the site.

Colonial Homes Apartments



Figure 5-2: Colonial Homes Apartments

Colonial Homes Apartments were constructed in the early 1950's. The site includes 24 residential buildings. By area market standards, the existing buildings are outdated functionally and aesthetically, and flood plain issues limit options for rehabilitation, though reselling individual units as condominiums was considered prior to negotiations with Pope and Land.



Figure 5-3: Colonial Homes Site

Rental rates are significantly below the market in the area, and the owner of the property has had to provide amenities such as free laundry service to attract residents. The apartment complex, however is fondly remembered by past residents as it has provided affordable housing in an otherwise affluent part of town for decades. Several survey respondents in Collier Hills North reported having lived in Colonial Homes prior to buying their homes, and considered the property part of their neighborhood. Others responded prejudicially against the lower-income neighborhood and its effect on their property values

Topography

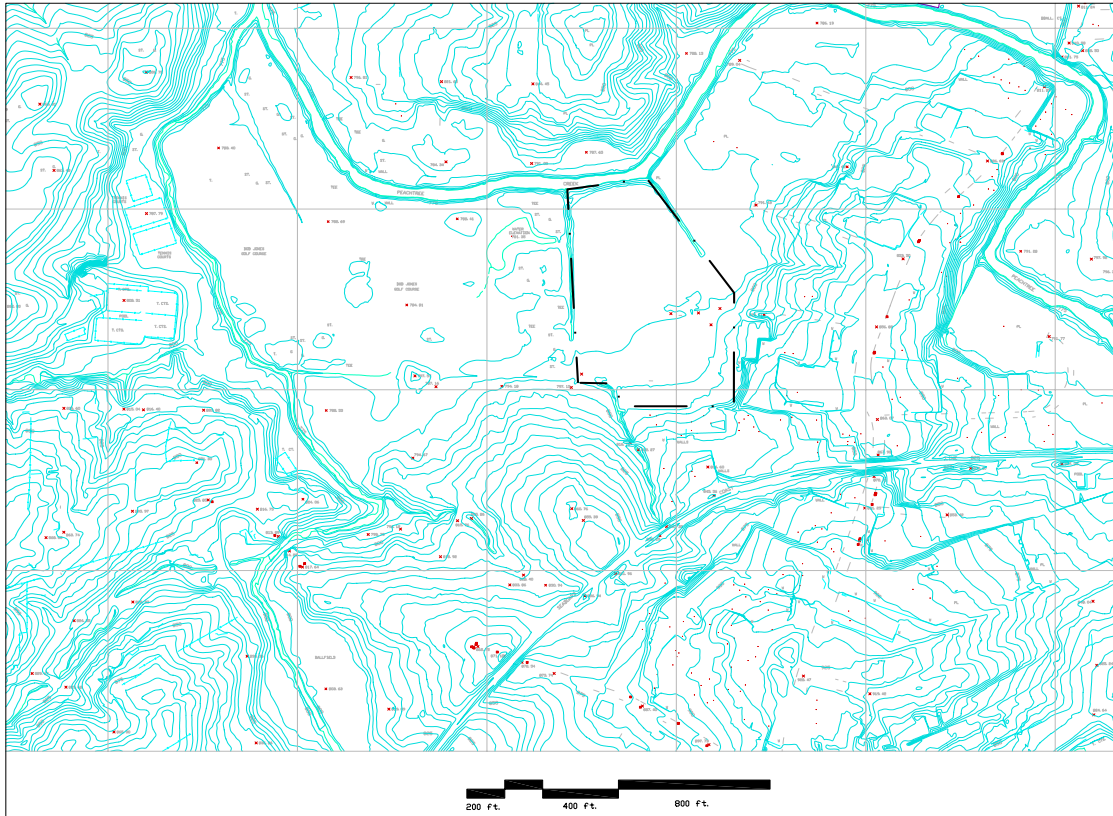


Figure 5-4: Topography

The site sits at the base of a hill, approximately 800 feet west of Peachtree Road. There is little interruption to the topographic monotony of the site. As previously mentioned large portions of the site sit in the flood fringe of Peachtree Creek (see Figure 5-5.)



Figure 5-5: Floodplain

Bobby Jones Golf Course

The Bobby Jones Golf Course sits on Atlanta Memorial Park, one of the largest contiguous pieces of publically owned land in the city.



Figure 5-6: Atlanta Parks (Atlanta Memorial Park circled)

The course was built in 1929, and is currently operated by a private firm under a 20-year lease through 2006. Though named after the historic Atlanta-born golfer, Bobby Jones only played the course once: the inaugural round.

The western half of the course has significant topographic features, making for interesting play and impressive views of the Atlanta skyline through the trees. Bobby Jones offers a unique intown public venue for golf at a very reasonable price.



Figure 5-7: Bobby Jones Golf Course (West end)



Figure 5-8: Bobby Jones Golf Course (East end)

The eastern half is largely flat and lies almost completely within the flood plain, making it frequently unusable during the summer months, as it becomes a vast marsh. Those interviewed, including club patrons and staff, agreed that the eastern holes were less interesting to play, in addition to being problematic from a drainage perspective

Bennett Street

Bennett Street consists of a collection of shops and restaurants located adjacent to the southern border of the Colonial Homes property. The street drops in elevation by approximately 50 feet over its 1000 foot length from Peachtree Rd. to its western dead end.



Figure 5-9: Map of Bennett Street

Flanked by on-street parking, Bennett Street is home to the Portfolio Center, a private art academy, as well as numerous galleries and antique shops housed in older warehouse style buildings. A power substation sits at the base of the hill on the south side of the street.



Figure 5-10: Bennett Street Shopping District

Residential Neighborhoods

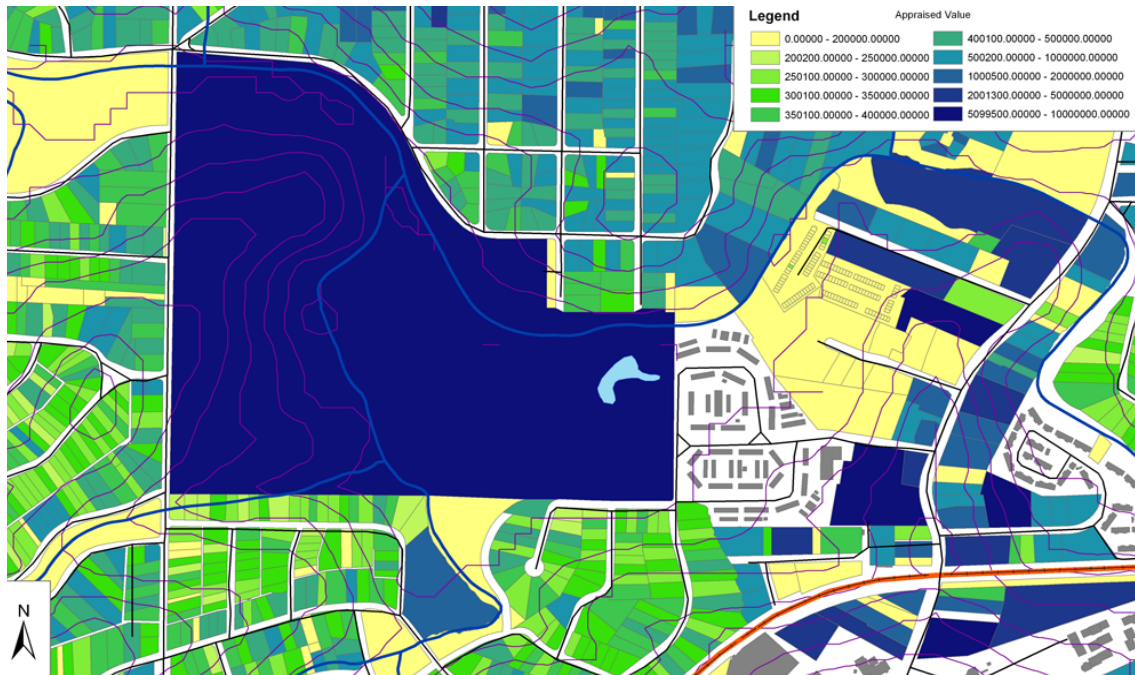


Figure 5-11: Lots (Appraised Value)

The site is bordered by two residential neighborhoods built in the 1940's, during the period immediately following the Second World War. While both neighborhoods comprise single-family homes valued generally higher than Atlanta area averages, the properties in Collier Hills are valued somewhat higher, with values increasing based on proximity to Peachtree Battle Road as can be seen in Figure 5-11.

The principal investigation occurred in the Collier Hills North subdivision between Golfview Road and Redland Road. The three north-south streets show markedly different characteristics.

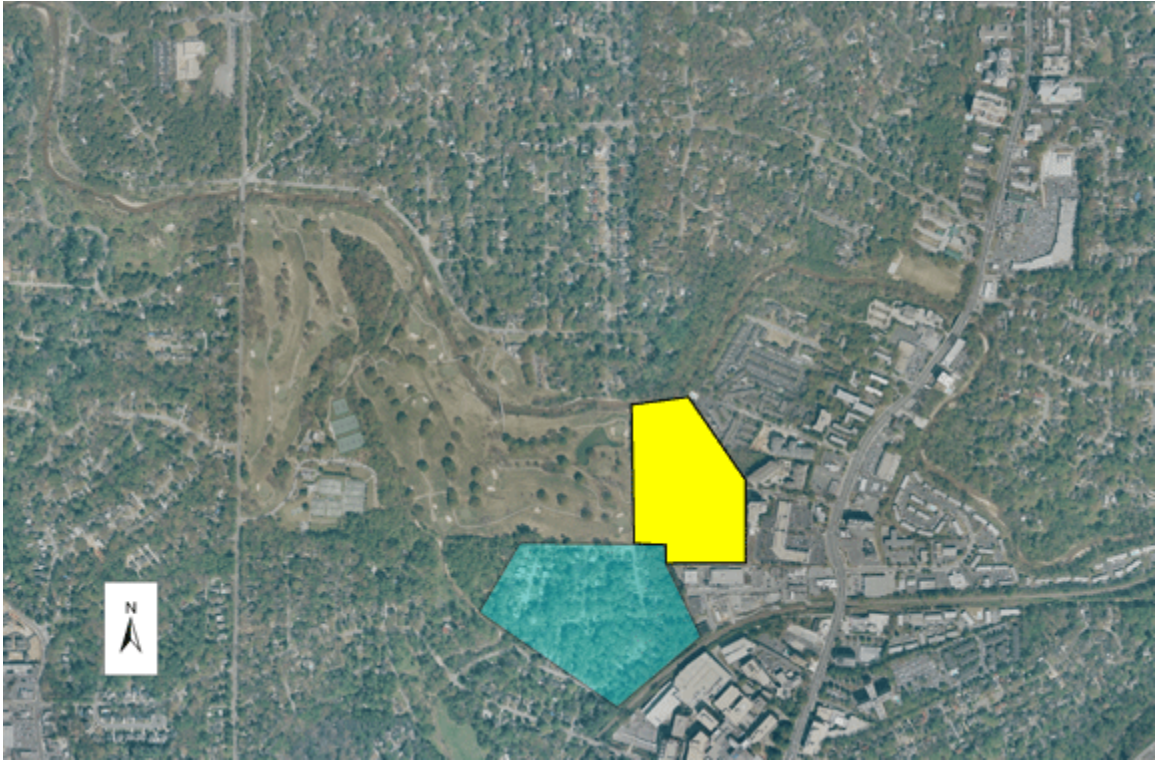


Figure 5-12: Collier Hills North (Aerial View)

Dellwood Rd. is the furthest east and is bound by the greatest number of individual parcels. Demographically younger than the neighborhood average, with many houses that have been renovated, survey responses showed that Dellwood residents were the most

recent to have moved into the neighborhood, and reported the highest likelihood that they would move in the next ten years.



Figure 5-13: Typical House on Dellwood Rd.

Dellwood Rd. is the most direct route between Colonial Homes and Collier Road. In order to calm traffic the residents have successfully petitioned for a sidewalk along the east side of the street.

Golfview Dr. is bordered by fewer parcels than Dellwood, and shows the oldest population in the neighborhood. Average period of residence is also the highest in the neighborhood, while likelihood of moving in the next decade is lowest.

Homes along Golfview Dr. do not appear to have been renovated, so much as well maintained. Since the construction of the sidewalk along Dellwood, Golfview residents



Figure 5-14: Typical House on Golfview Drive

report that they have noticed significant increases in both the volume and average speed of traffic, as motorists frustrated by Dellwoods traffic calming efforts have migrated to this less direct route.

Golfview Rd. is a cul de sac with homes generally not as well kept as the balance of the neighborhood. The houses are of a later time period and design, showing more examples of popular modernism from the 1950's than the other areas of the neighborhood. Though somewhat less immaculate than other homes in the area, several houses along this street are in the midst of renovation. One property has been purchased by a local developer, who has razed the original structure and are currently building a two-story house considered out-of-scale by other residents along the street. Heery has also purchased the adjoining property and is reported to be planning a mirror-image home to the one currently under construction.



Figure 5-15: Typical House on Golfview Road

Golfview Rd. residents were only slightly older, on average than Dellwood residents, but had lived in the neighborhood six years longer on average. Golfview Rd. also showed the greatest evidence of young children, though whether this is because more are present, or due to the fact that the cul de sac provides a safer environment for outdoor play is indeterminate from data collected.

Medical facilities

Two major Atlanta medical centers are located on Peachtree within a few blocks of the site.

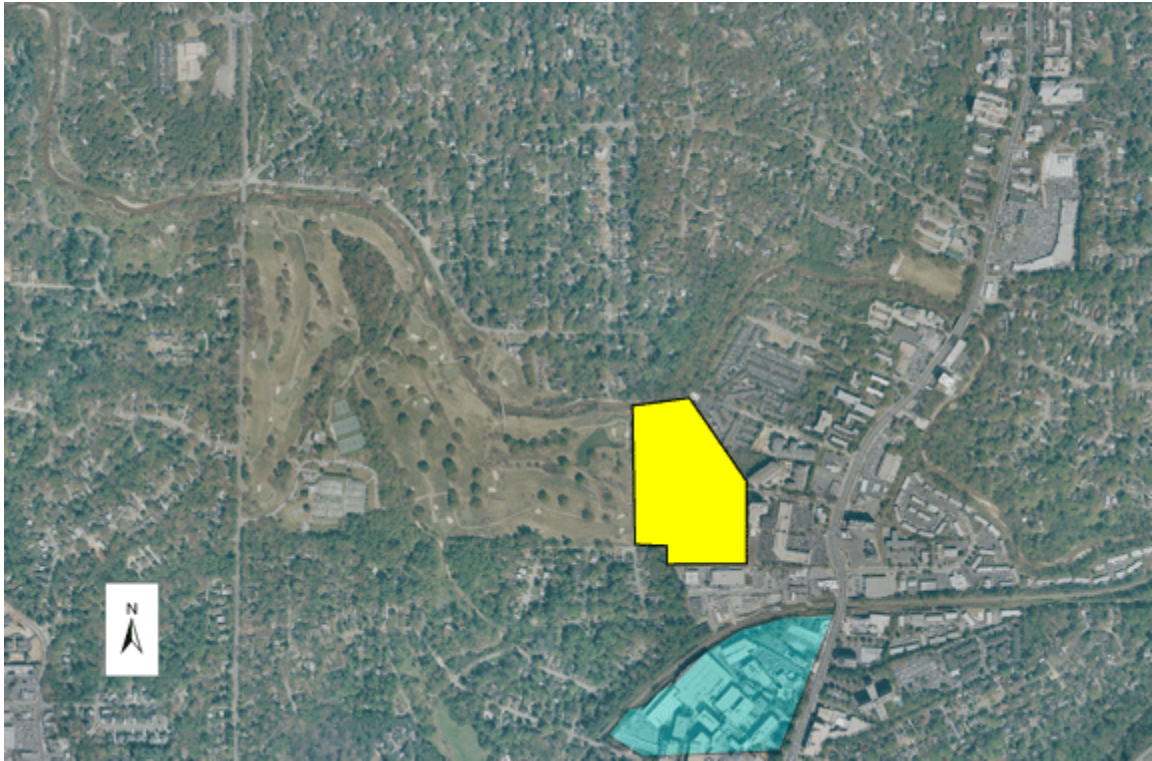


Figure 5-16: Map of Piedmont Hospital and Shepherd Spinal Center Campuses

Piedmont Hospital is located on Peachtree Rd. on 26 acres just north of Collier Road. Founded as a 10-bed sanatorium, the hospital is currently a 500-bed acute-care facility with 3,700 employees and more than 900 physicians on staff. The century old hospital specializes in acute care, including transplantation and open-heart surgery¹. Traffic associated with shift change at Piedmont Hospital has a profound effect on both Peachtree Rd. and Collier Rd.

1. Piedmont Hospital. *About Us*. <http://www.piedmonthospital.org/piedmonthospital/aboutus.html> (accessed April 10, 2005.)

Immediately north of Piedmont Hospital is the Shepherd Center. The Shepherd Center is an Atlanta-based catastrophic care hospital, treating people with spinal cord injuries, acquired brain injuries, multiple sclerosis and other neuromuscular illnesses.¹ In addition to the immediate campus, Shepherd owns approximately 100 apartment units in the immediate area for use by the families of patients (who receive them free of charge for up to two months while their family member is in in-patient residence at Shepherd) with some units also used as transitional convalescent housing for recent patients who must relearn life skills and who must still return to Shepherd for therapy and treatment on a regular basis. In an interview with the investigator, the housing director for Shepherd expressed frustration with the fact that their units were spread out across multiple properties, that most had not been designed with handicap accessibility in mind, and that many are not able to be retrofitted, limiting Shepherd's ability to shift housing resources from patient's families to recently discharged patients as their needs cycle.

These facilities represent a potential market for both high-end and more moderately priced housing in the area for staff. There may be an opportunity for Shepherd to meet their housing needs in a centralized facility designed ab initio to their specifications on the Colonial Homes site, possibly freeing up units in affordable properties in the vicinity which could be inhabited by displaced Colonial Homes residents.

1. The Shepherd Center. *The Shepherd Center Homepage*. <http://www.shepherd.org/> (accessed April 10, 2005.)

CHAPTER 6

DESIGN RESPONSE

Priorities of interested parties:

Collier Hills North resident design priorities:

- Increase market value of properties in the neighborhood
- Minimize traffic through Collier Hills North
- Maintain connection to Peachtree St.
- Townhomes and low-rise residential preferred proximate to existing neighborhood
- Commercial development should not encroach into existing neighborhood
- Commercial development should consist primarily of small scale retail
- High-rise development should be avoided near the existing neighborhood
- Development of office space should be avoided
- Promote green space

Anecdotal resident suggestions:

- Reconnect Dellwood, giving alternative route to Peachtree Battle
- Maintain traditional (1940's) character of neighborhood
- Ability to "age in place" attractive to residents

City priorities:

- Provide livable in-town neighborhoods for residents at all income levels
- Alleviate traffic congestion
- Maintain/expand tax-base
- Best use of public assets

Developer priorities:

- Increase total value of holdings
- Maintain reputation
- Maintain relationship with city and neighborhoods

Design strategies:

- Residential-only development proximate to existing single family neighborhood
- 3-story maximum nearest existing single family neighborhoods
- Commercial zone with ground floor retail section buffered at least one block back from existing residential neighborhoods
- Any necessary high-rise development limited to eastern side of site
- Streets should be designed materially and spatially to discourage speeding
- Commercial zone should not dump traffic into existing neighborhoods
- Additional outlets to Peachtree needed
- Provide traditional design detailing in keeping with existing neighborhoods
- Recommend optional connection across Bobby Jones Golf Course between Norhtside Dr. and Peachtree, reconnecting of Dellwood across the west end of the site, and connecting Bennet St. to Biscayne across the east side of the site.
- Encourage pedestrianism and automobile alternatives.
- Provide convenient, accessibility-aware housing for transitional convalescent care for nearby Shepher Spinal Center, as well as aging in place.
- Recommend reconfiguration of Bobby Jones golf course into 9-hole course wtih alternative public amenities in the balance of the park.

Analysis of site relative to Design priorities:

The site exists in such a place as to offer several opportunities for fostering connections between existing developed areas and completing sections of the traffic grid in the area.

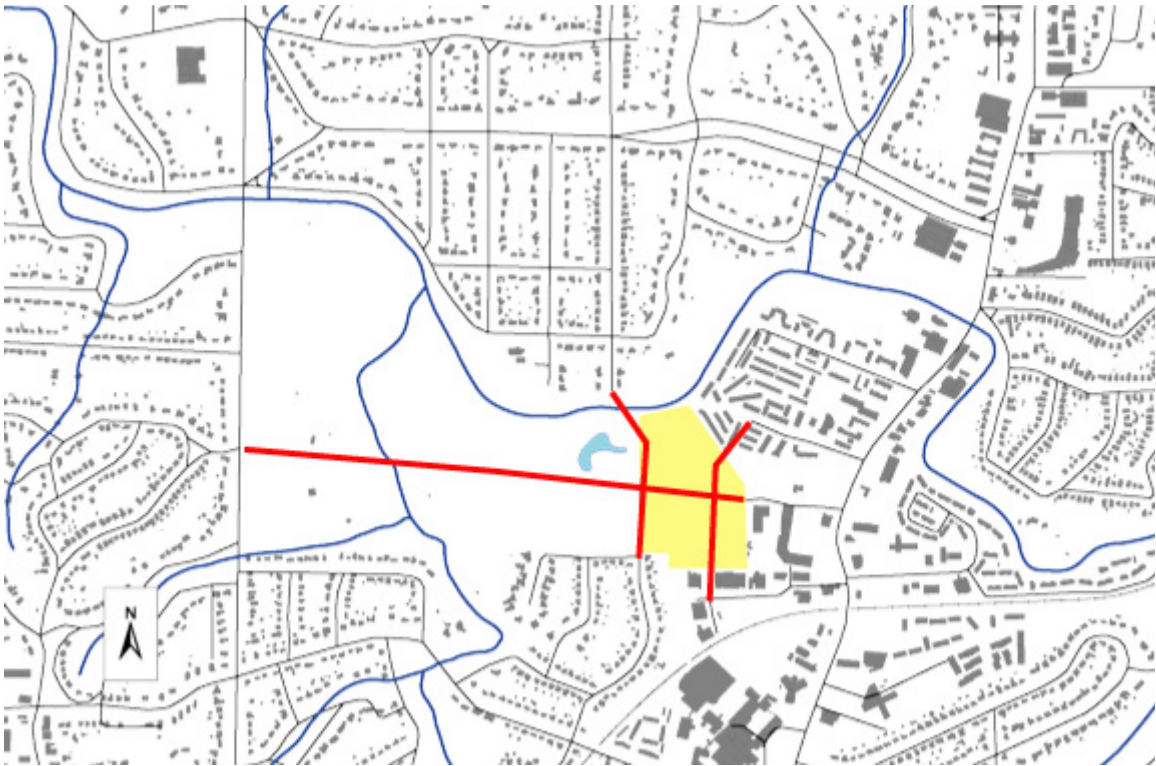


Figure 6-1: Proposed Traffic Grid

Excessive traffic congestion along Collier Road and Peachtree Battle Drive between Peachtree Road and Northside Drive is a concern to the residents of the surrounding neighborhoods, as well as to the city. The completion of a new connecting road between these two primary north-south arteries could help to alleviate this condition. Of particular concern is traffic issuing from the Piedmont Hospital campus. Three times daily, hundreds of workers pour out onto area streets at shift change, bringing area traffic to a crawl, occasionally creating a gridlocked condition particularly along Collier Road

blocking safe exit from the Collier Hills North neighborhood. The preferred solution among Collier Hills North residents, to force Piedmont staff to park at a remote lot and take a shuttle into the hospital, seems unlikely to be implemented. A connection between Peachtree Road and Northside Drive has been proposed, with the primary site candidate being the southern edge of the Bobby Jones Memorial Golf Course. This connection would have a diluting effect on the traffic along both Collier Road and Peachtree Battle Drive by providing an alternative route to this traffic. Any connections through Bobby Jones are likely to impact the Colonial Homes site. Colonial Homes lies directly to the north of the Bennett Street shopping district. Bennett Street comprises antique stores, art galleries and specialty shops catering to an upscale clientele. Creating a connection to this street would create a synergistic relationship with any proposed pedestrian shopping district, and would provide a secondary route of egress to Peachtree Road from within the site.

Similarly, Biscayne Drive lies directly to the north of the site. Biscayne is flanked by multi-family residential units. It connects to Peachtree Road and dead ends before reaching the Collier Hills neighborhood. A connection to Biscayne would represent a potential pedestrian audience to any new shopping district and well as providing another connection out to Peachtree Road

The final opportunity for a connecting road related to the site would be the north-south connection of Dellwood in Collier Hills to Dellwood in Collier Hills North. This connection would create a secondary route between Collier Road and Peachtree Battle Drive, potentially relieving some traffic pressures from Peachtree Road. This connection would probably meet with significant opposition from the members of the neighborhoods,

despite the utility of not having to go out onto Peachtree Road, as it would tend to increase traffic along neighborhood residential streets.



Figure 6-2: Reconfiguring Bobby Jones Golf Course

Reconfiguring the Bobby Jones Golf Course would have several advantages, allowing this resource to more effectively meet the needs of multiple communities effected by its current use. A 9-hole course could be maintained along the more challenging and picturesque west end of the current course, with the balance being reclaimed for more general public use. It is recommended that the central band be designed to comprise organized recreation facilities, including a driving range and facilities for lawn and/or field sports. The eastern section of the park represents an opportunity to create additional general parkland for the city, with walking trails, picnic areas, etc. Reclaiming this land will also facilitate the development of the Northside-Peachtree connection previously dis-

cussed, as it would permit development to occur in a location not directly adjacent to current residential neighborhoods. Sensitive planning and participation in the development process by a wide range of interested parties could minimize any negative impact of this development, however this proposal would be likely to meet with resistance from several constituencies, including nearby neighborhoods, patrons of the current golf course, and historical and environment groups. Positioning the road along the center of the site could mitigate some of the resistance from residents of Collier Hills and Collier Hills North, although concerns about noise, traffic, parking and crime associated with increased park attendance would have to be addressed. The inclusion of a driving range could increase the utility of the park to some golfers, particularly those who would use the course after work, when there might not be time to play a complete round.

This Colonial Homes site represents a strong candidate for the development of a neighborhood Commercial District, as outlined by the Amended Chapter 32 of the 1982 Zoning Ordinance of the City of Atlanta. The topography of the site is pedestrian friendly. The area abuts an existing pedestrian commercial district. It is surrounded by an upscale population, providing a significant market for merchants. The housing market in the area is strong, with units selling at a significant premium to metropolitan Atlanta averages¹ (as reported in February 2005 by CNN/Money magazine). Atlanta's NCD zoning codifies the execution of current trends in urbanism, including mixed commercial/residential neighborhoods and pedestrian-friendly street design. Features such as low maximum building heights and traffic and parking regulations that promote a safe and desirable pedestrian atmosphere, combined with a directive to maintain compatibility with surrounding neigh-

1. CNN/Money magazine. http://money.cnn.com/pf/features/lists/nar_4q/. (Accessed April 5, 2005.)

borhoods fits in with the existing traditional neighborhoods which adjoin the site. Maximum building size relative to lots keeps population density and the resulting traffic from increasing as much as might be seen in standard mid-rise multi family development.

A zone of single family units along the west side of the site would act as a buffer between the proposed commercial district and existing neighborhoods without distancing the commercial district beyond walking distance of these potential markets.

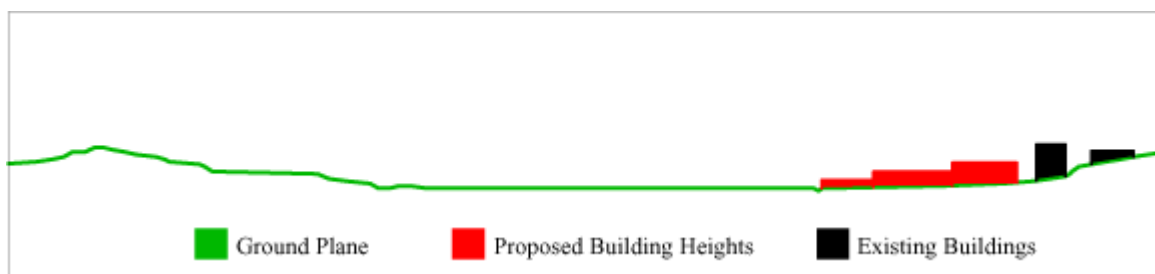


Figure 6-3: East-West Site Section from Peachtree Rd. to Northside Dr.

In order to respect the character of the surrounding neighborhoods while maximizing the marketability and economic value of siting alongside open parkland, development should be stair-stepped across the site with low rise buildings closest to the park, giving way to mid- and high-rise buildings as it progresses toward the east.

Traffic calming strategies should be incorporated both within the site, and for traffic leaving the site into existing neighborhoods. This should happen through the combined strategies of signage, selection of paving material and design of street environment. Particularly important to slowing traffic in this setting is the feeling of enclosure, created by street furniture and trees, on-street parking, limited line-of-sight distances and a conspicuous pedestrian presence.

The overall site design incorporates a new boulevard running north-south across the east side of the site. This boulevard would function as a pedestrian shopping district with neighborhood stores, boutique and specialty shops and restaurants.

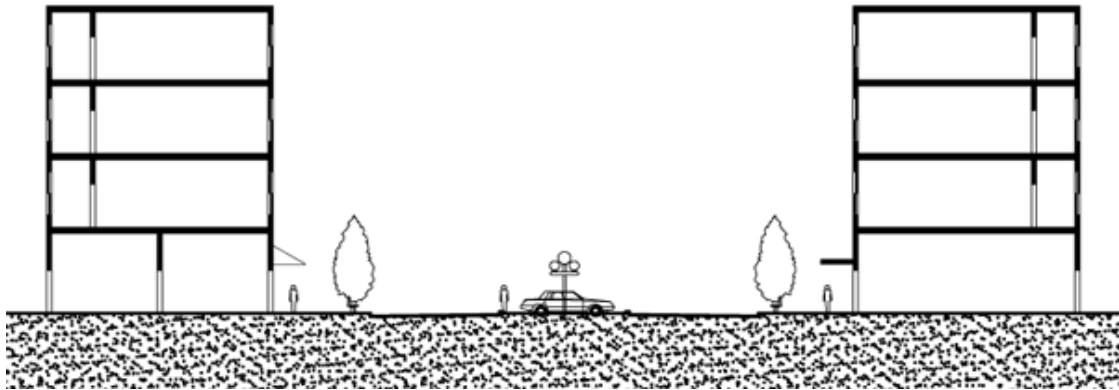


Figure 6-4: Street section through shopping district

Long-range goals for the site would allow this boulevard to connect the existing streets of Bennett Street and Biscayne Drive. While these connections to off-site roadways are not necessary to the internal logic of the district, the Bennett Street connection would significantly enhance the viability of the shopping district by connecting it to the established retail district. The northern connection to Biscayne improves the density of the traffic grid, providing additional means of ingress and egress with regards to the site as well as increasing route options to the residents along Biscayne.

Handicap accessibility should be a primary concern for developed units, providing opportunities for transitional convalescent housing for patients at the nearby spinal center, aging-in-place options for members of the surrounding communities and the metropolitan population at large; and general housing needs of the disabled community within the greater metropolitan area.

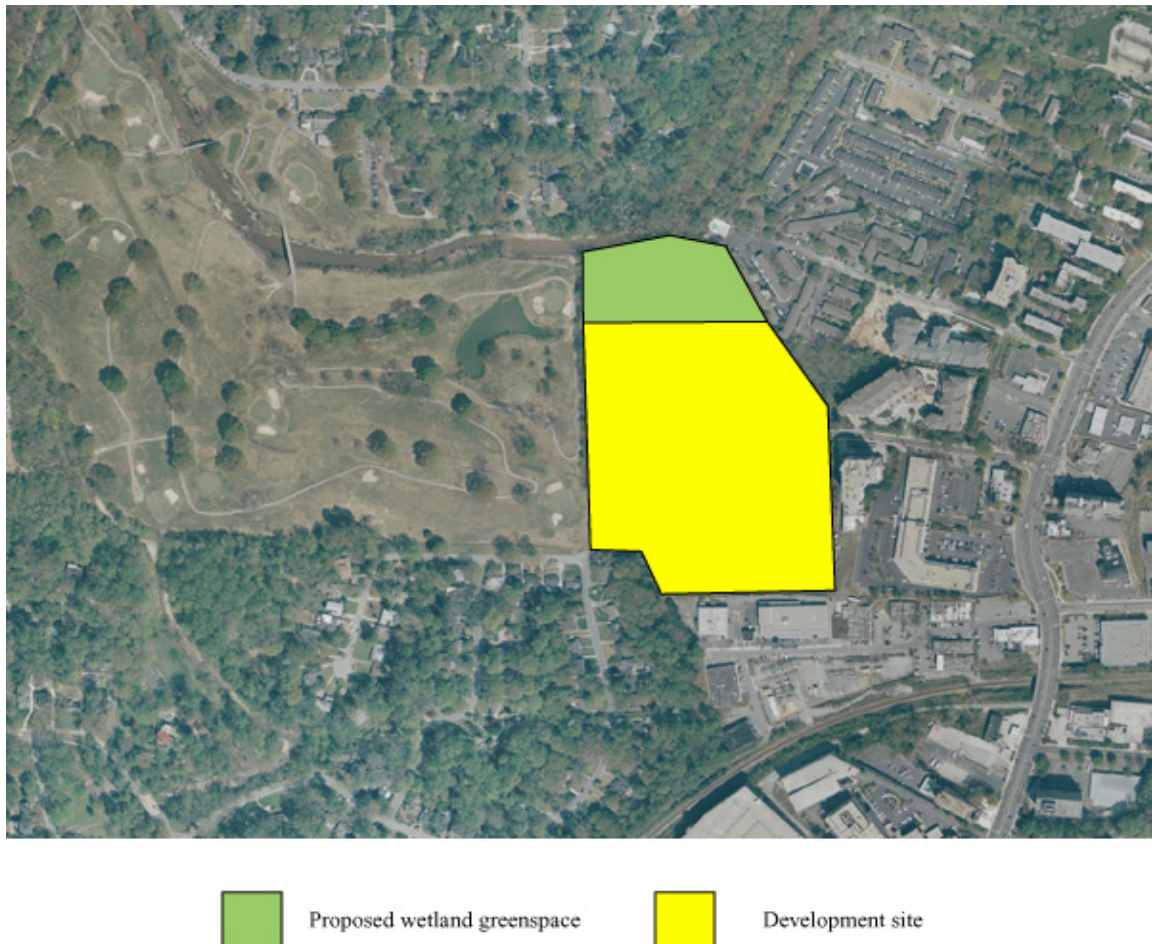


Figure 6-5: Proposed wetland green space

Despite the existence of extensive green space along the west side of the development site, a green space is recommended along the north edge of the site. This would act as an additional buffer for the residents of Collier Hills from the development. It would respond to concerns regarding the floodplain, removing buildings from the area of the site most directly affecting and affected by the floodway. Additionally, it would present an

opportunity to create an educational, recreational public space sensitive to and celebratory of metropolitan area wetlands and their ecosystems.

APPENDIX

RAW SURVEY DATA

	Location	NoInHouse	DrInHouse	NonDrvr	AgeCat	DecOfBirth	DecCHN	HowLongCHI	Moving
1	Dellwood	5	2	3.00	3.00	60	2.00	20	0.00
2	Dellwood	2	2	0.00	4.00	70	0.00	1	50.00
3	Dellwood	5	2	3.00	2.00	40	3.00	31	80.00
4	Dellwood	2	2	0.00	3.00	60	1.00	5	80.00
5	Dellwood	2	2	0.00	4.00	70	0.00	1	90.00
6	Dellwood	2	1	2.00	2.00	40	0.00	2	0.00
7	Dellwood	2	1	2.00	2.00	40	0.00	2	0.00
8	Dellwood	1	1	0.00	3.00	50	2.00	16	5.00
9	GolfViewDr	2	2	0.00	2.00	40	1.00	13	0.00
10	GolfViewDr	2	2	0.00	1.00	20	4.00	41	0.00
11	GolfViewDr	2	2	0.00	1.00	30	4.00	41	0.00
12	GolfViewDr	1	1	0.00	1.00	20	5.00	54	
13	GolfViewDr	3	2	2.00	4.00	70	1.00	5	62.50
14	GolfViewRd	1	1	0.00	3.00	50	1.00	10	0.00
15	GolfViewRd	2	2	0.00	2.00	40	0.00	4	0.00
16	GolfViewRd	4	2	3.00	3.00	60	1.00	6	5.00
17	GolfViewRd	4	2	3.00	3.00	60	1.00	6	5.00
18	GolfViewRd	2	2	0.00	2.00	40	3.00	29	50.00
19	GolfViewRd	2	2	0.00	4.00	70	0.00	2	75.00
20	GolfViewRd	4	2	3.00	4.00	70	1.00	6	40.00
21	GolfViewRd	2	2	0.00	4.00	70	0.00	1	25.00
22	GolfViewRd	2	2	0.00			4.00	43	75.00
23	GolfViewRd	2	2	0.00	1.00	10	5.00	53	100.00
24	MailIn	3	2	2.00		70			50.00
25	MailIn	2	2	0.00	2.00	40	3.00	31	10.00
26	MailIn	2	2	0.00	2.00	40	3.00	28	62.50
27	MailIn	2	2	0.00	1.00	30	4.00	36	50.00
28	MailIn	1	1	0.00	3.00	60	1.00	13	50.00
29	MailIn	2	2	0.00	4.00	70	0.00	1	50.00
30	MailIn	1	1	0.00	3.00	60	0.00	1	50.00
31	MailIn	2	2	0.00	2.00	40	3.00	32	40.00
32	MailIn	3	3	0.00	2.00	40	2.00	16	100.00
33	MailIn	3	2	1.00	3.00	50	2.00	20	100.00

	Location	DevInfl	EconStr	HowManyRe	PercentTrf	ReDvAes	ReDvPV	ReDvPT	ReDvNost
1	Dellwood	0.0	1	300.00	80.00	2.0	1.0	6.0	3.0
2	Dellwood	0.5	0	1,000.00	90.00	4.0	5.0	6.0	3.0
3	Dellwood	1.0	0	300.00	75.00	4.0	1.0	2.0	6.0
4	Dellwood	1.0	0	200.00	85.00	2.0	1.0	3.0	6.0
5	Dellwood	0.5	0	250.00	85.00	3.0	2.0	5.0	6.0
6	Dellwood	0.5	0	300.00	90.00	5.0	4.0	3.0	6.0
7	Dellwood	0.5	0	300.00	90.00	4.0	5.0	6.0	2.0
8	Dellwood	0.5	0		90.00	1.0	4.0	5.0	6.0
9	GolfViewDr			500.00	90.00	5.0	2.0	3.0	6.0
10	GolfViewDr		1	100.00	50.00				
11	GolfViewDr	0.5	0	400.00	60.00	1.0	1.0	3.0	2.0
12	GolfViewDr	1.0	0				1.0	2.0	
13	GolfViewDr	1.0	0	100.00	75.00	6.0	1.0	4.0	5.0
14	GolfViewRd	1.0	0	400.00	15.00	4.0	2.0	3.0	6.0
15	GolfViewRd	1.0	0	100.00	90.00	3.0	4.0	1.0	5.0
16	GolfViewRd	0.5	0	100.00	75.00	5.0	1.0	4.0	6.0
17	GolfViewRd	0.5	0	350.00	60.00	3.0	4.0	5.0	6.0
18	GolfViewRd	1.0	0	500.00	20.00	3.0	1.0	5.0	6.0
19	GolfViewRd	1.0	0	2,000.00	75.00	1.0	2.0	6.0	3.0
20	GolfViewRd	1.0	0	700.00	70.00	2.0	1.0	4.0	6.0
21	GolfViewRd	1.0	0	500.00	20.00	1.0	2.0	3.0	6.0
22	GolfViewRd	0.0	0	2,000.00	25.00		2.0	3.0	
23	GolfViewRd	0.0	1		75.00	5.0	1.0	2.0	6.0
24	MailIn	0.5	1		80.00	6.0	1.0	4.0	5.0
25	MailIn	1.0	0	300.00	50.00	2.0	1.0	5.0	6.0
26	MailIn	0.0	0	250.00	80.00	3.0	1.0	5.0	6.0
27	MailIn	1.0	0	250.00	60.00	1.0	2.0	3.0	5.0
28	MailIn	1.0	1	600.00	50.00	1.0	1.0	1.0	3.0
29	MailIn	0.5		400.00	80.00	3.0	2.0	5.0	6.0
30	MailIn	1.0		400.00	90.00	5.0	1.0	3.0	6.0
31	MailIn	1.0	1	250.00	80.00	5.0	3.0	2.0	6.0
32	MailIn	0.5	1	400.00	60.00	1.0	4.0	5.0	6.0
33	MailIn	0.0		350.00	89.00	1.0	4.0		1.0

	Location	ReDvTrf	ReDvSf	XCHCar	XCHFoot	XCHBike	DvCpHR	DvCpLR	DvCpTH
1	Dellwood	4.0	5.0	5.0	7.0	0.0	2.0	5.0	1.0
2	Dellwood	2.0	1.0	7.0	3.0		3.0	5.0	1.0
3	Dellwood	3.0	5.0	7.0	0.0	0.0	5.0	1.0	1.0
4	Dellwood	4.0	5.0	8.0	0.0	0.0	4.0	2.0	1.0
5	Dellwood	1.0	4.0	16.0	0.0	0.0	5.0	4.0	1.0
6	Dellwood	1.0	2.0	14.0	0.0	0.0	3.0	4.0	3.0
7	Dellwood	1.0	3.0	14.0	0.0	0.0	3.0	4.0	2.0
8	Dellwood	3.0	2.0	10.0	0.0	0.0	5.0	1.0	1.0
9	GolfViewDr	1.0	4.0	10.0	0.0	0.0	2.0	2.0	1.0
10	GolfViewDr			14.0	14.0	0.0	5.0	1.0	1.0
11	GolfViewDr	1.0	1.0	16.0	0.0	0.0	5.0	1.0	1.0
12	GolfViewDr	4.0	3.0	10.0	1.0	0.0	5.0	2.0	1.0
13	GolfViewDr	3.0	2.0	14.0	0.0	0.0	2.0	1.0	2.0
14	GolfViewRd	1.0	5.0	30.0	0.0	0.0	4.0	1.0	1.0
15	GolfViewRd	2.0	6.0	6.0	0.5	0.0	3.0	2.0	1.0
16	GolfViewRd	2.0	3.0	14.0	6.0	0.0	4.0	4.0	2.0
17	GolfViewRd	1.0	2.0	14.0	0.0	0.0	5.0	3.0	2.0
18	GolfViewRd	2.0	4.0	7.0	20.0		3.0	3.0	2.0
19	GolfViewRd	4.0	5.0	2.0	0.0	0.0	2.0	1.0	1.0
20	GolfViewRd	2.0	3.0	14.0	2.0	0.0	5.0	4.0	3.0
21	GolfViewRd	5.0	4.0	14.0	0.0	0.0	4.0	1.0	1.0
22	GolfViewRd	1.0	4.0	14.0	0.0	0.0	4.0	2.0	2.0
23	GolfViewRd	3.0	4.0	5.0	5.0	0.0	5.0	1.0	1.0
24	MailIn	2.0	3.0	10.0	10.0	0.0	5.0	1.0	1.0
25	MailIn	3.0	4.0	20.0	2.0	0.0	3.0	1.0	1.0
26	MailIn	2.0	4.0	14.0	0.0	0.0	5.0	1.0	1.0
27	MailIn	4.0	6.0	25.0	5.0	0.0	3.0	2.0	1.0
28	MailIn	1.0	1.0	40.0	6.0	0.0	5.0	1.0	1.0
29	MailIn	1.0	4.0	14.0	5.0	0.0	5.0	1.0	1.0
30	MailIn	2.0	4.0	15.0	0.0	0.0	5.0	1.0	2.0
31	MailIn	4.0	1.0	50.0	0.0	0.0	3.0	2.0	1.0
32	MailIn	2.0	3.0	15.0	6.0	0.0	5.0	1.0	1.0
33	MailIn	1.0	1.0	4.0	0.0	0.0	5.0	1.0	2.0

	Location	DvCpGym	DvCpBtq	DvCpCCtr	DvCpOS	DvCpNS	DvCpPO	DvCpGr	Disconnect
1	Dellwood	3.0	4.0	1.0	5.0	3.0	3.0	4.0	1.0
2	Dellwood	4.0	4.0	4.0	5.0	3.0	5.0	2.0	1.0
3	Dellwood	5.0	2.0	5.0	5.0	5.0	5.0	4.0	1.0
4	Dellwood	3.0	3.0	4.0	3.0	3.0	2.0	5.0	0.0
5	Dellwood	5.0	2.0	5.0	5.0	4.0	3.0	2.0	0.0
6	Dellwood	5.0	3.0	5.0	5.0	5.0	5.0	5.0	0.0
7	Dellwood	5.0	3.0	3.0	5.0	5.0	5.0	5.0	1.0
8	Dellwood	5.0	5.0	3.0	3.0	5.0	5.0	5.0	0.0
9	GolfViewDr	5.0	5.0	3.0	5.0	5.0	3.0	2.0	1.0
10	GolfViewDr	3.0	5.0	3.0	1.0	5.0	5.0	5.0	0.0
11	GolfViewDr		2.0				5.0		0.0
12	GolfViewDr	1.0	1.0	5.0		1.0		1.0	0.0
13	GolfViewDr	5.0	3.0	5.0	5.0	4.0	5.0	3.0	0.0
14	GolfViewRd	1.0	2.0	2.0	4.0	2.0	3.0	1.0	0.0
15	GolfViewRd	3.0	1.0	3.0	2.0	2.0	3.0	1.0	0.0
16	GolfViewRd	4.0	4.0	4.0	5.0	3.0	5.0	4.0	0.0
17	GolfViewRd	4.0	2.0	4.0	5.0	2.0	5.0	3.0	0.0
18	GolfViewRd	2.0	2.0	2.0	4.0	2.0	3.0	3.0	0.0
19	GolfViewRd	1.0	1.0	1.0	4.0	3.0	4.0	4.0	
20	GolfViewRd	1.0	2.0	3.0	5.0	3.0	5.0	3.0	0.0
21	GolfViewRd	2.0	2.0	2.0	2.0	1.0	2.0	2.0	0.0
22	GolfViewRd	2.0	1.0	4.0	2.0	2.0	5.0	2.0	0.0
23	GolfViewRd	4.0	3.0	1.0	5.0	5.0	5.0	5.0	0.0
24	MailIn	3.0	4.0	3.0	5.0	4.0	5.0	4.0	1.0
25	MailIn	2.0	2.0	2.0	5.0	2.0	5.0	5.0	0.0
26	MailIn	4.0	5.0	3.0	5.0	5.0	5.0	5.0	0.0
27	MailIn	3.0	5.0	3.0	5.0	5.0	5.0	5.0	0.0
28	MailIn	4.0	3.0	5.0	5.0	2.0	5.0	3.0	1.0
29	MailIn	5.0	2.0	4.0	5.0	3.0	5.0	5.0	0.5
30	MailIn	5.0	5.0	3.0	5.0	5.0	5.0	5.0	1.0
31	MailIn	5.0	4.0	4.0	5.0	3.0	5.0	4.0	0.0
32	MailIn	1.0	3.0	1.0	5.0	5.0	5.0	5.0	0.0
33	MailIn	5.0	5.0	5.0	5.0	5.0	5.0	5.0	1.0

	Location	Golf	GolfBJones	Upkeep	KeepBJones	ImpBJones	ReDvBJones	NwRd	NRLolImpact
1	Dellwood	0.0	1.0	4.0	0.0	1.0	0.0	0.0	0.0
2	Dellwood	1.0	1.0	3.5	0.0	1.0	0.0	0.0	0.0
3	Dellwood	1.0	1.0	2.0	1.0	0.0	0.0	0.0	0.0
4	Dellwood	1.0	1.0	3.0	1.0	0.0	0.0	1.0	0.0
5	Dellwood	1.0	0.0	3.0	0.0	0.0	1.0	1.0	1.0
6	Dellwood	0.0	0.0	1.0	0.0	0.0	1.0	1.0	1.0
7	Dellwood	0.0	0.0	3.0	0.0	0.0	1.0	1.0	0.0
8	Dellwood	0.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0
9	GolfViewDr	0.0	0.0	1.0	0.0	0.0	1.0	1.0	0.0
10	GolfViewDr	0.0	0.0	2.0	1.0	0.0	1.0	0.0	0.0
11	GolfViewDr	0.0	0.0	2.5	1.0	0.0	1.0	0.0	0.0
12	GolfViewDr	0.0	0.0	2.0	0.0	0.0	1.0	0.0	0.0
13	GolfViewDr	1.0	0.0	4.0	0.0	1.0	1.0	0.0	1.0
14	GolfViewRd	0.0	0.0	2.0	1.0	0.0	0.0	0.0	0.0
15	GolfViewRd	0.0	0.0	3.0	1.0	0.0	0.0	0.0	1.0
16	GolfViewRd	0.0	0.0	2.0	0.0	0.0	1.0	0.0	0.0
17	GolfViewRd	0.0	0.0	3.0	0.0	0.0	1.0	0.0	0.0
18	GolfViewRd	0.0	0.0	3.0	0.0	0.0	1.0	0.0	0.0
19	GolfViewRd	1.0	1.0	4.0	0.0	0.0	1.0	0.0	0.0
20	GolfViewRd	0.0	0.0	2.0	0.0	0.0	1.0	0.0	1.0
21	GolfViewRd	1.0	1.0	4.0	1.0	0.0	0.0	0.0	1.0
22	GolfViewRd	0.0	0.0	2.5	0.0	0.0	1.0	0.5	0.0
23	GolfViewRd	0.0	0.0	2.0	1.0	0.0	1.0	0.0	0.0
24	MailIn	1.0	1.0	2.0	0.0	1.0	0.0	0.0	0.0
25	MailIn	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0
26	MailIn	0.0	0.0	2.0	1.0	1.0	0.0	0.0	0.0
27	MailIn	0.0	0.0	4.0	1.0	0.0	0.0	0.0	0.0
28	MailIn	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0
29	MailIn	1.0	0.0	2.0	0.0	0.0	1.0	0.0	1.0
30	MailIn	0.0	0.0	3.0	0.0	1.0	0.0	0.0	0.0
31	MailIn	1.0	1.0	2.0	1.0	0.0	0.0	0.0	0.0
32	MailIn	0.0	0.0	5.0	1.0	0.5	0.0	0.0	0.0
33	MailIn	1.0	1.0	1.0	1.0	0.5	0.0	0.0	0.0

	Location	NRNoCon	NRAItRt	NRNB	NRVB	NRBikePed
1	Dellwood	1.0	1.0	0.0	0.0	1.0
2	Dellwood	0.0	0.0	0.0	0.0	0.0
3	Dellwood	0.0	0.0	0.0	0.0	0.0
4	Dellwood	0.0	0.0	0.0	0.0	0.0
5	Dellwood	1.0	1.0	0.0	0.0	0.0
6	Dellwood	0.0	1.0	0.0	1.0	1.0
7	Dellwood	0.0	1.0	0.0	1.0	1.0
8	Dellwood	0.0	0.0	0.0	0.0	1.0
9	GolfViewDr	1.0	1.0	0.0	0.0	0.0
10	GolfViewDr	0.0	0.0	0.0	0.0	0.0
11	GolfViewDr	0.0	0.0	0.0	0.0	0.0
12	GolfViewDr	0.0	0.0	0.0	0.0	0.0
13	GolfViewDr	1.0	1.0		1.0	1.0
14	GolfViewRd	0.0	0.0	0.0	0.0	0.0
15	GolfViewRd	1.0	1.0	0.0	0.0	1.0
16	GolfViewRd	0.0	0.0	0.0	0.0	1.0
17	GolfViewRd	1.0	0.0	0.0	0.0	1.0
18	GolfViewRd	0.0	0.0	0.0	0.0	0.0
19	GolfViewRd	0.0	0.0	0.0	0.0	0.0
20	GolfViewRd	1.0	1.0	1.0	1.0	1.0
21	GolfViewRd	0.0	1.0	0.0	0.0	1.0
22	GolfViewRd	0.0	0.0	0.0	0.0	1.0
23	GolfViewRd	0.0	0.0	0.0	0.0	0.0
24	MailIn	0.0	0.0	0.0	0.0	0.0
25	MailIn	0.0	0.0	0.0	0.0	0.0
26	MailIn	0.0	0.0	0.0	0.0	0.0
27	MailIn	0.0	0.0	0.0	0.0	0.0
28	MailIn	1.0	1.0	1.0	1.0	0.0
29	MailIn	0.0	1.0	1.0	1.0	0.0
30	MailIn	1.0	1.0	0.0	0.0	0.0
31	MailIn	1.0	1.0	0.0	0.0	0.0
32	MailIn	0.0	0.0	0.0	0.0	0.0
33	MailIn	0.0	0.0	0.0	0.0	0.0

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